

contacts

MAY 1947



Attention, Women Golfers!

Owing to the backward spring it has been thought advisable to hold the **opening field day at Elmhurst Golf Club on Wednesday, May 14th**, instead of the afternoon of May 7th, as originally planned.



Reservations for this outing can now be arranged with Miss Marjorie McRae (men's tie department, city) or Miss Mary Thompson (department 116, mail order). The charge, covering green fee, dinner and transportation, is \$1.50.

Please make up your foursomes or twosomes, as desired, and register as soon as convenient. In order to allow the committee reasonable time to complete the final arrangements, **Friday, May 9th, is deadline date for making reservations.**

Buses will leave garage corner promptly at 1:05 p.m., Wednesday, May 14th.

Let us all turn out and have one grand afternoon!

The Committee, Eaton Women's Golf Club.



Calling All Men Golfers!



Get ready! Get set! Get your clubs polished, your golf muscles unlimbered, practise your swing. Spring fairways will be calling any day now!

It looks like a record season for your Eaton Golf Club, and the executive committee ask your co-operation.

Please notify your opponent and arrange to get your games played promptly.

Thank you, gentlemen!

Mr. H. M. Tucker Receives Oil Portrait



Left to Right—Standing: Messrs. H. M. Tucker, R. S. McCordick, W. K. Charge, R. D. MacLean, B. C. Scrivener, A. H. Tucker, R. M. Pinfold, A. L. Osborne, R. J. Fry. Seated: Messrs. W. G. B. Dailley, W. B. Pickard, F. Carpenter.

Gift From the President and Directors Formally Handed Over by Mr. R. S. McCordick — Portrait of Mr. Tucker is Work of Distinguished Canadian Artist, Kenneth Forbes, R.C.A., O.S.A.

A brief but impressive ceremony took place on Monday morning, April 28th, when Mr. H. M. Tucker, former vice-president and general manager of the Western division, was formally handed an oil portrait of himself which was recently completed by the distinguished Canadian artist, Kenneth Forbes, R.C.A., O.S.A., of Toronto. The presentation was made in the executive offices by Mr. R. S. McCordick, general manager, on behalf of the president and directors.

A few old friends and former business associates of Mr. Tucker were present for the ceremony.

Responding, Mr. Tucker asked Mr. McCordick to convey his deep appreciation to the president and directors of the honour extended him.

Gift of Portrait Announced at Retirement Dinner

The announcement that an oil portrait would be presented to Mr. Tucker was originally made at the complimentary dinner tendered him on May 6th, 1939, the occasion of his retirement from active business. Mr. J. D. Eaton (then vice-president) said at that time that arrangements would be made for Mr. Tucker to sit for a portrait to be painted by the noted artist Kenneth Forbes.

"The portrait," said Mr. Eaton, "would express our tribute of respect and affection for you as a man and our admiration for your distinguished career as an administrator in the Company."

* * * *

The portrait is regarded by all who have viewed it as an exceptionally fine likeness of Mr. Tucker. Kenneth Forbes, the artist, holds the Proctor prize, highest honour awarded for portrait painting on the North American continent. In a letter to the Company, Mrs. Forbes stated that her husband felt his painting of Mr. Tucker was one of the very best portraits he had ever executed. Mr. Forbes added that Mr. Tucker was "a very good subject."

Permanent Site Selected For World War II Memorial

The south end of the Hargrave Street elevators has been selected as a permanent site for the World War II Memorial.

The plaque honours in death 255 of our fellow Eatonians, many of whom worked beside us over the years.

In placing this memorial in its permanent location we feel that our associates will recognize the site as the most appropriate in which to pay silent tribute to our heroic dead.

Announcing Another Step In Modernization . . .

EATON'S MAIN FLOOR TO BE FLEXOTILED

Entire Floor of 60,000 Square Feet To Be Re-surfaced with a Highly Modern Tiling That Features Beauty, Cleanliness and High Reflectivity of Light!

"Time driveth onward" — it's not so long ago that great herds of buffalo thundered over the prairie where Eaton's now stands. Today, hoary-headed pioneers tell us that the main floor rests where once they tethered their horses and slept beneath the stars!

When the big store was built in 1905, a fine hardwood floor was installed on the main floor. As floors went in those days, we were mighty proud of it. But "new things succeed and former things grow old," and so in 1925 the original floor was replaced with a decorative and long-wearing rubber tiling.

. . . And Now Comes Another Step Forward!

As Contacts Goes To Press the Entire Main Floor with Its 60,000 Square Feet of Space Is To Be Re-surfaced with "Flexotile," a Highly Modern Tiling That Features Beauty, Cleanliness and High Reflectivity of Light

"Flexotile" is composed of marble chips held together with a special mixture of magnesia cement. Cream in colour, this cement lends a smart contrasting background to the marble chips, which are black and white and of uniform size.

The tiling will be laid over metal lath. After hardening it is ground down to a level surface, then for a final finish it is polished and "sealed."

The Work Will Be Done At Night

To avoid the least possible inconvenience to our patrons and to main floor departments, the work will be done mostly at night.

About 3,000 square feet will be laid at one time. With the usual Eaton despatch and efficiency, department fixtures will be lifted at five o'clock, rubber tiling removed, "Flexotile" laid and fixtures replaced before store opening the next morning.

When completed, the main floor will have a modern, "top flight" flooring that is all in one piece; that cannot harbour dirt and is easy to clean. Not only that—the new floor's high reflectivity of light will be appreciated by Eatonians and our customers alike.

Mr. W. K. Jamieson Celebrates 45th Anniversary

(Courtesy of "Flash," Eaton's Toronto)



Another Eatonian to receive congratulations recently for his long service with our firm, is Mr. W. K. Jamieson. Mr. Jamieson, who is supervisor of the third and fourth floors merchandise office, has had experience in several different departments since he first joined the Company in 1902.

"Flash" adds sincere good wishes to those which Mr. Jamieson has been receiving, since his anniversary, from the staff of his own department and from friends and associates in scores of others throughout the firm.

* * *

Mr. Jamieson was associated with Winnipeg store for many years as a supervisor of fashion departments. Many old friends here joined in extending congratulations and good wishes on his memorable milestone with the Company.

Mr. W. M. Holmes Leaves Presidency of Bonwit Teller

Former Winnipeg Eatonian Resigns But Will Continue As Director—
Plans To "Rest Awhile"



Mr. Wm. Holmes

The resignation of Mr. William M. Holmes as president of Bonwit Teller, New York, was announced on March 27th.

The 59-year-old Irish-born merchant, reports "Women's Wear," said: "I am going to play for a while." Mr. Holmes said he would continue as director of Bonwit Teller, chief property of the Hoving Corp. Walter Hoving, head of the corporation, lauded Mr. Holmes as one of the leading ready-to-wear merchandise men of the nation, and added Mr. Holmes had built Bonwit Teller to a top position in the field.

Former Eatonian

Mr. Holmes, who literally started work with a pick and shovel as a youngster of nine in his native town in Northern Ireland, joined The T. Eaton Co. Limited, Winnipeg, in 1903, and rose to head of the women's coats department. Subsequently he was with the Hudson's Bay Co., Winnipeg; E. T. Slattery Co., Boston, and Chapman Co., Milwaukee. He became vice-president and general manager of Bonwit Teller in 1935 and when Mrs. Hortense M. Odium stepped down from the presidency of the company in 1940, Mr. Holmes became its head.

Mr. Holmes has long been affiliated with a number of charitable organizations and he invariably could be counted on as the champion of money-raising campaigns in any branch of the industry. Recipient of many honours, Mr. Holmes is a member of several clubs, including: Westchester Country, Economic; Everglades of Palm Beach; New York Athletic Club; and Kilcroe Country Club, Wicklow, Ireland.

Mr. Roy Randolph has been named successor to Mr. Holmes in the presidency of Bonwit Teller.

THE ROMANCE OF RUBBER

Mr. L. W. Houston Addresses Assistants Association

A very colorful and informative talk on the subject of rubber was given the Assistants Association by Mr. L. W. Houston, group manager men's and children's shoes, mail order, at their monthly dinner meeting in the grill room on March 27th. A fluent speaker at any time, Mr. Houston was on "home territory" in discussing this subject and excelled himself accordingly.

Mr. Houston spoke of the discovery, cultivation, manufacture and uses of rubber, which was discussed under those four headings.

"The discovery of rubber," said he, "(although the exact date is not known) is given as far back as the 13th century, when it was found by the natives of Brazil." And then, in that year whose date everyone remembers from school history, 1492, Columbus reported that the natives of Haiti were playing with rubber balls.

The Mexicans were next heard from, in the story of rubber; they used the juice of the "weeping tree" in making shoes and jugs, etc. In 1770 Joseph Priestley, famous English scientist, showed an interest in, and studied, rubber, But Mr. Priestley gave it up for things more interesting to him, "dephlogisticated air," that's oxygen to you, discovery of which he made known four years later.



Mr. L. W. Houston

Rubber Planted in Kew Gardens

In 1875 Sir Henry Wickham obtained seeds from Brazil, planted them in the Kew Gardens, England, then sent the seedlings to Ceylon for replanting. This was the beginning of 10,000,000 acres of rubber plantations in Ceylon, Sumatra, Java and Borneo.

It was 1910 before America became rubber conscious. The United States that year started plantations in Sumatra and the Philippines. In 1928, automobile magnate Henry Ford, who died April 7th this year, started a plantation in Brazil, and the Firestone Co. started one in Liberia.

At the conclusion of Mr. Houston's talk, he demonstrated the production of synthetic rubber by combining several ingredients in a beaker. Squeezing together the coagulated mixture, he thus produced a rubber ball which was bounced on the table and tossed to the audience.



Top picture — Winners of the "Perfect Sales Check" competition receive their awards in Mr. Scrivener's office. Left to right: S. Stenburg, E. Peterson, E. Allen, S. Akerstream, M. Simons, L. Greening, M. Montford, D. Moss, M. McIntosh. Missing from picture: M. Walley.



Lower picture—"So spread the gospel" says Mr. Scrivener as he presents an award to Miss S. Akerstream.



"Write Plainly—Someone Else Has To Read It"—Is the Theme of the Perfect Sales Check Competition A Four-Weeks' Crusade For Clear Writing, Distinct Figures, Correct and Complete Information

It was a happy thought, the delegating of our drivers as primary judges in this competition. Who indeed, is better qualified to judge the merits of a sales check than the men who scrutinize thousands of address labels daily as the last link between the store and the customer?

Nothing could be fairer than the way the competition is being conducted. Commencing April 7th, our drivers each selected three address labels daily from their routes: Paid, C.O.D., B.P., etc.

The basis of their selection is **good writing, clear figures and all details complete and correct.**

From this selection of well over 300, the committee choose 10 address labels daily. Names of the winning sales people are posted on a special board in the time office daily (see back cover of Contacts).

Prizes of \$2.00 vouchers are then presented by the store superintendent.

New Eatonians Score

An encouraging feature of the competition has been the remarkable number of new Eatonians who are scoring in this competition (maybe the seasoned troops had better look to their laurels?).

Poster Campaign

To add interest to the campaign a strong battery of posters is kept up at the approaches to the time office, such as: "Put yourself in the other fellow's shoes;" "Write plainly, someone else has to read it;" "Can you read it? Is it all there?"

"Who Threw the Monkey Wrench"

By a happy coincidence this fine technicolour movie (which dramatizes the tribulations of a delivery superintendent due to address labels), reached our educational office in time to supplement the Perfect Sales Check competition. Made in Canada, it stresses among other things, Correct Sales Check Habits. The delivery superintendent's desperate plea is that: "It's just as easy to do it the right way!"

We learn how easy it is to get the habit of paying attention to clear writing and correct details. Then in no time at all we're doing it that way by instinct—even when in a hurry.

This film was shown to groups of Eatonians in the assembly hall with introductory remarks by Miss Kerr and Miss Crawford of the educational office.

A discussion period followed and the film was shown a second time. Questionnaire forms were also distributed at each gathering and staff members present asked to write down salient points as they saw them.

The forms were then turned into department offices to be followed up.

No, one's writing doesn't have to be "copperplate" to win in this competition, or in any phase of our service with Eaton's. It's just a case of the golden rule all over again: **"Please write plainly, someone else has to read it!"**

WELCOME BACK!

Sgt. A. P. Cameron, section head, coffee blending room.

RECENT APPOINTMENTS

Winnipeg

Department W215—Silverware, clocks, jewelry, cutlery, leather goods, hand bags:
MR. R. A. KING, first assistant.

Department W228—Men's furnishings:
MR. T. R. HUMPHREYS, first assistant.

Calgary

Department C221—Optical goods:
MR. J. D. SPENCE, head of department.
Department C379—Foodateria-Groceries;
Department C580—Fruits and Vegetables:
MR. M. KING, first assistant.

Department C300—Lunch counter:
MR. S. MYLES, head of department.

Trail, B.C.

MR. D. R. FRAINE, in charge.

When You're the Customer, Which Type of Saleswoman Do You Prefer?



Here's Hoping That All Who Saw: "Who Threw the Monkey Wrench?" Also Took in

"Selling Your Personality"

Lucky those success-minded Eatonians (are there any other kind?) who took in this double feature which was shown in the seventh floor assembly hall last month by our Educational Department! Filmed in technicolor, with an excellent sound track, these two educational pictures did their Canadian producers proud!

Using a department store setting, one picture portrays, as already mentioned, the "grief" that follows in the train of mistakes, bad writing and carelessness. The other, "Selling Your Personality," reflects selling attitudes—good, indifferent and very bad!

Those who saw both pictures, who took part in the discussion and afterwards wrote their answers to the questionnaire, had a valuable educational experience. Many will materially profit from what they learned in the months and the years to come.

Every store has a personality . . . an atmosphere of its own, distinct and definite. Eaton's is known as the "friendly store." Every one of you, who, by your gracious manner and kindly interest in your customers, bring them back to you again and again, are responsible for keeping that reputation built up over the years. Remember, we can all develop those characteristics in ourselves that we look for in those who sell to us. Shopping can be a pleasure both for the customer and the salesperson. **You are "selling Your personality" with every sale. Make it count!**

HOW MANY CUSTOMERS COME BACK TO YOU REGULARLY?





"Something New Has Been Added"

The New Oriental Room

Have you visited this lovely new display room of the rug department? Note how the Oriental colonnade design lends atmosphere! Here is the proper setting for displaying those jewel-like treasures within! It's a spacious spot, too, 40 by 60 feet in area. The black tile-effect floor and the deep blue ceiling are designed to reflect just the right degree of light—light that will do justice to those gorgeously rich colourings and intricate patterns! Here are the Persians, the Kirmans, the British Indians and Sarouks—rugs whose enduring beauty was meant to be admired for a lifetime! Yes, the new Oriental room gives us but a glimpse of "the shape of things to come!"

"We Esteem Good Will More Than Profit"—Timothy Eaton

If Timothy Eaton were alive today one of his favourite haunts undoubtedly would be the research bureau. The founder had a passion for the truth. Merchandise must be exactly as represented, and it must be represented exactly as it was.

"We esteem good will more than profit," he declared in one of his early ads.

One can visualize the founder browsing among the elaborate equipment of today's research bureau. With quick, penetrating glance he scrutinizes every detail of merchandise being tested, the values being investigated. "Sound goods at right prices" was his deep abiding principle, and upon this simple, straightforward statement he built the foundation of this great Company. Today the merciless eye of our research bureau keeps faith with the founder in its constant vigilance over Eaton values. Exaggerated statements or unfair pricing have little possibility of existence.

Under the direction of Mr. N. S. Brook, Winnipeg store's research bureau keeps constantly abreast of new developments in scientific research.

For Example, Here Are Three Recent Additions To Our Research Laboratory

Carver Laboratory Press

(Top Right)

Mr. Robert Oliphant demonstrates this compression testing apparatus whose sphere is to test the breakage point of plastics, tiles and other materials. Research work in plastic moulding is another important use.

Vickers' Hardness Testing Machine

(Lower Left)

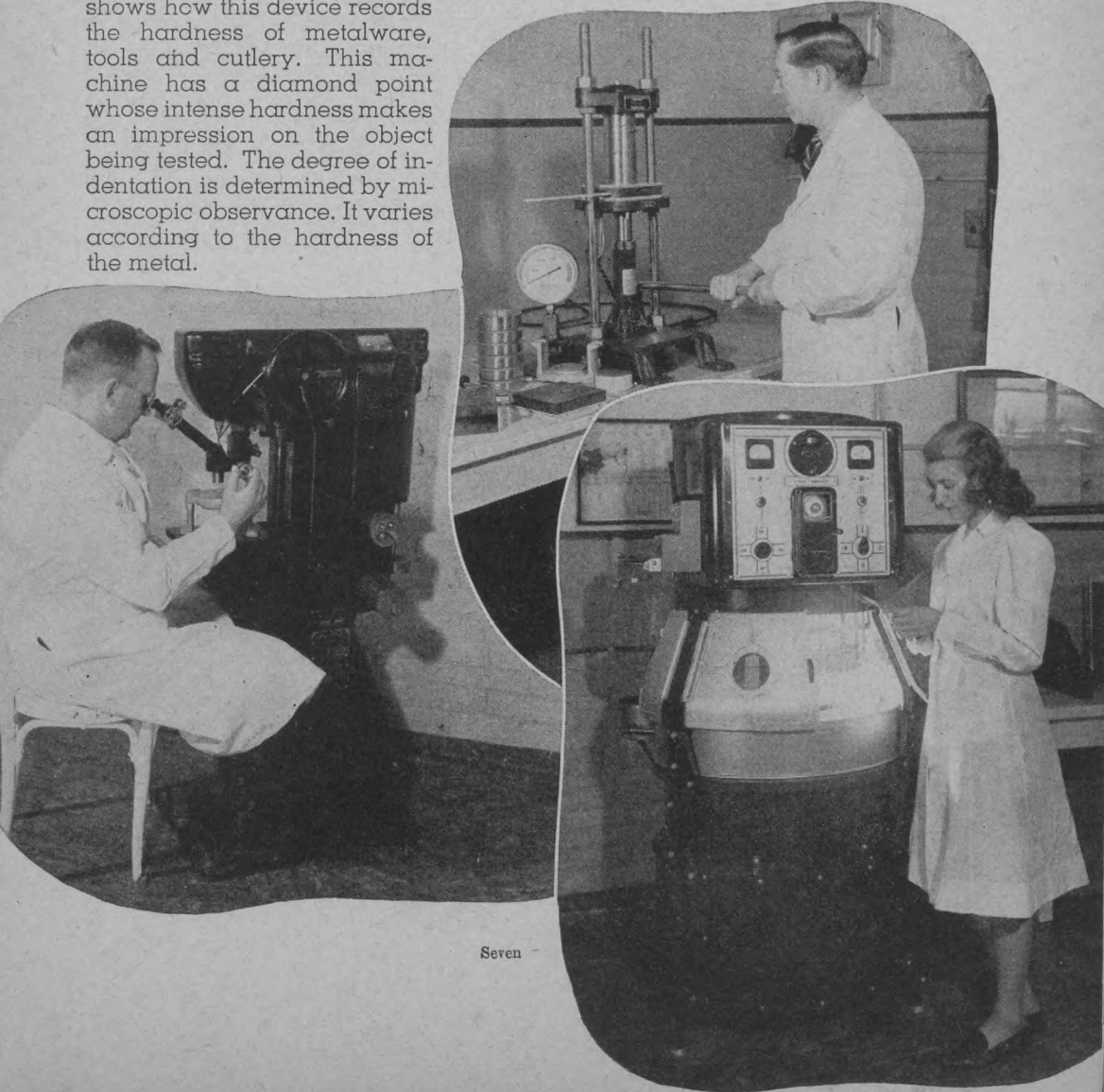
Mr. Sam. McClenaghan shows how this device records the hardness of metalware, tools and cutlery. This machine has a diamond point whose intense hardness makes an impression on the object being tested. The degree of indentation is determined by microscopic observance. It varies according to the hardness of the metal.

A New Fade-ometer

(Lower Right)

Lillian Peterson, B.Sc. H.Ec., demonstrates the improved features of this new machine. The Fade-ometer gives the "third degree" to all fabrics and wallpapers to determine whether or not their colours are sunfast.

Miss Peterson points out such improved features as: automatic time clock for checking number of hours material is exposed to strong light. Also the temperature control which regulates the degree of heat to which material is being exposed.





Off this shining corridor are nine well-equipped dressing rooms. At the end is a spacious, well-equipped washroom.



This informal shot shows one of the new dressing rooms. In the picture Miss Kavanagh (standing) is seen chatting with grill room girls Helen Dowhantuk (left) and Florence Waigelt. At right (reading a letter) are Vera Crofts and Kay Stobie.

"Something New Has Been Added"

**"The Best Is None Too Good For Our Girls" Says 300 Department—
Here is a Glimpse of Their Spacious New Dressing Rooms!**

Strictly "behind the scenes," are these pictures showing the lovely new dressing rooms for all girls of the lunch room services. Step in back of the employees' cafeteria and you'll find yourself in a region as spotless, shining and well kept as a first-class hotel.

To reach the dressing rooms you step down a long corridor whose floor covering is lustrous linoleum of top-flight quality. Here you'll find nine thoughtfully equipped dressing rooms—or one for each section of this big department. Comfort, cleanliness, convenience is the keynote of each. Plenty of racks for uniforms and street clothes, big mirrors and receptacles for shoes and overshoes are provided.

Adjoining the dressing rooms at the end of the corridor a spacious new washroom has been provided. Eyecatching features here are the snowy tiled floor and the long row of wash

basins whose handsome, modern fixtures wink and sparkle in the spring sunshine.

Presiding over this new domain for 300's girls is Miss Annie Kavanagh. A colleen from Dublin, Miss K. has been 13 years with Eaton's. She was formerly in charge of the grill room kitchen under Chef Henri Voegeli.

Talk About a Big Laundry!

Another of Miss Kavanagh's responsibilities is the linen room where uniforms for the various sections are issued. Some 500 to 600 girls' uniforms pass through Miss Kavanagh's hands weekly. White for the kitchen staff, blue for the 3rd floor and basement luncheonette; pink for the cafeteria and so on.

Uniforms are supplied by the department and clean ones issued twice weekly. Materials used are poplin and drill that starch nicely. No wonder Eaton lunchroom girls always look so well groomed!

Lower Left—"Right dress"—Calling at the linen room for fresh uniforms are, left to right: Kay Matheson, Del Pankhurst, Mary Young, Mary Zulkoski.

Lower Right—Miss Kavanagh sorts some 500 freshly laundered uniforms ready for the new day.





"Recessed by Robertson"

"Among new features around the 'Big Store' you should see the recessed displays in our bedding department," says that unquenchable enthusiast, Stan Robertson, manager of this seventh floor domain.

Picture shows an inviting aisle featuring the new Hollywood beds in colourful array. Back of each bed and recessed into the wall, are displays of springs, mattresses and pillows. This ingenious method makes it easy to view and examine these cumbersome articles. It also adds to the attractiveness of the department.

Meet Mr. Mateer!

Head of 1611, Eaton Luggage and Harness Factory, Visits West

A jovial Torontonian (oh yes, Horace, there are plenty!) with the sturdy physique of a rugby player, Mr. J. C. Mateer, head of Toronto luggage and harness factory, paid a brief visit to Winnipeg recently.

Mr. Mateer came west to confer with the travelling goods men of our western stores. While here he displayed samples of his factory's various lines and discussed western requirements. The display, photographed in Mr. Mateer's room at the Fort Garry, shows some of the ultra smart, travel-worthy luggage made in our Eaton factory No. 1611. Prominent among these are the distinctive "Pakaway" branded line travel cases.

A "terrific" hockey fan, Mr. Mateer is generally willing to lay eastern "mazuma" on the line against western teams. Nevertheless it was a pleasure to meet you, Mr. Mateer, and we hope that soon again you'll come "out where the west begins."

Distinctive, travel-worthy luggage made in our own factory.



Mr. J. C. Mateer





"Hi-Crowd Harmony"

AT
CKY

First Eaton Junior Executive and Junior Fashion Council Broadcast

Designed for the "Hi-Crowd," the first Junior Executive and Junior Fashion Council broadcast heard over CKY on Saturday morning, April 5th, was enthusiastically received. Announcing was done by representatives of the Junior Fashion Council and Junior Executive, and the entire talent used in the broadcast was drawn from these groups.

Termed an experiment in "Hi-Crowd" broadcasting, it was just one of the many co-operative features planned by the Junior Fashion Council and Junior Executive. Speakers outlined the activities of both groups.

Top Row, left to right—Announcer Wilf Davidson and Junior Exec. Bill Norrie, of Daniel Mac, discuss the "goings on" at Junior Executive meetings. Junior Exec. Norm Phillips, of Glenlawn Collegiate, sings about "That Gold Mine in the Sky." Any resemblance to Pan is purely co-incidental as Junior Exec. Carl Ridd, of Gordon Bell, plays from "The Nutcracker Suite." The music's sweet as Junior Exec. Bob Hiscock, of United College, gives out on his sax.

Centre Row, left to right—A lovely duet from Isaac Newton. J.F.C. Helen Lulewick and Monica Mayer sing the "Desert Song." "Boogie Symphony," an original composition by the three Melody Boys—Junior Execs. Will Vogan, Jim Berry and Don Shannon (Don is at the second piano, not in picture). "Bluebirds singing a song"—J.F.C.'s Marjorie Graham, Joyce Hardiman, Frances White and Shirley Frogley, all of U. of M., are conducted by Miss Olga Irwin as they sing "Blue Skies." Winnipeg's newest radio announcer, Junior Exec. Bob Robertson, of West Kildonan Collegiate, introduces "Boogie Symphony."

Every Man Should Have a Hobby

"No man is really happy or safe without a hobby, and it makes precious little difference what the outside interest may be—botany, beetles or butterflies, roses, tulips or irises; fishing, mountaineering or antiquities—anything will do so long as he straddles a hobby and rides it hard."—Sir William Osler.



Obbe De Jong has a hobby—ever since he was a little boy in Holland (or Friesland, to be exact), Obbe has loved to carve things out of wood. He is a cabinet maker by trade and a member of our carpenters' staff. Consequently wood carving as a hobby may seem like a busman's holiday to some men, but not to Obbe De Jong. The picture shows some of his handiwork—a circus horse, dogs, a stag, a beautifully carved desk and other objects can be plainly seen. His masterpiece, however, is an exquisite carving of the Nativity—unfortunately, not included in this collection.

Obbe, draws all his designs to scale then traces them upon wood for carving. Married, his oldest son served in Italy and Holland with the Edmonton Regiment. His aged mother survived the suffering and privation of the German occupation and still lives in Friesland.

"HI-CROWD HARMONY" AT CKY

(Continued from Page Ten)

Lower Left—"Stout-hearted men" of the Junior Executive sing lustily. Back row, left to right: Junior Execs. Bill McHutchon, Bill Kowal, Terry Silverthorne, Don Sebastian, Bob Wilson, Norm Phillips. Second row: Bill Kornlyo, Harold Peterson, Jim Speight, Ted Law, Reg Waters, Don Shannon, Jim Berry, Bob Hiscock. Third row: Junior Fashion Councillors Marilyn Chipman, Beth McEachern, Beverly Ann Laidlaw, Gwen Austen. Front row: Marjorie Graham, Frances White, Shirley Frogley, Gerry Kennedy, Elinor Hansen, Claire Warren, Brucie MacDonald.

Lower Right—"For You, For Me, For Evermore," sings J.F.C. Elinor Hansen, of Daniel Mac, as J.F.C. guest announcer Patt. MacCarthy, of Riverbend School, looks on.

OLD TIMERS MEET

Pictured at left is our old friend Bob Hutton and wife at their home in Lynn Creek, North Vancouver. At Bob's left is Mrs. Alf Brooks.

Bob will be remembered by hundreds of admiring friends during his thirty-odd years with the sales audit, of which he was assistant manager when he retired a few years ago. He now does fruit "ranching" on a small scale and is delighted when Eatonians visiting the coast drop in for a "chin wag." And so many do look him up that Bob keeps a visitors' log.

He recently wrote Contacts to say hello to all his old friends and had a kind word to say about this little journal, for which our thanks, Bob!

The picture on the right is of Mr. and Mrs. Alf Brooks, who visited the Hutton's during a recent trip to Vancouver. Alf, it will be recalled, retired a few years ago after some thirty-three years with the meats. Picture shows Mr. and Mrs. Brooks beside a totem pole in Stanley Park.



Eleven





A picture for Mrs. Snead's book of memoirs. The guest of honour is seated in centre with Mr. John Ferguson at her left in picture.



Mrs. Snead says: "Good-bye, I shall always remember you!"

Elizabeth Snead Leaves for Vancouver

24-Year Member of Dress Department Honoured At Moore's

The dress department held a dinner party at Moore's on March 19th, in honour of Mrs. Elizabeth Snead. Mrs. Snead, who was with the department for nearly 25 years, left to take up residence in Vancouver.

During her years with Eaton's she made friends of all her business associates. Her charming smile, pleasant personality and good judgment won her a large clientele, and she will be greatly missed.

Mr. John Ferguson, head of department, presented Mrs. Snead with a gold watch as a token of remembrance from the staff.

Coincidentally, the dinner was held on the night of the Eaton Spring Dance, and after the presentation the whole party joined the thousands of other Eatonians at the Auditorium. A lovely way to spend an evening, and we're sure Mrs. Snead will remember it for a long time, as we will remember her.

1917—THIRTY YEARS WITH EATON'S—1947

Congratulations to the Following Eatonians Who, During April,
Completed Thirty Years with the Company

Mr. Edgar Flannery (151).....April 2nd, 1917

Mr. Ernest Allan (W9).....April 16th, 1917

Mr. James Laverigne (W1745).....April 16th, 1917

Mr. Thomas E. Masters (144).....April 30th, 1917

"LETTER OF CREDIT"

"How sweet and gracious, even in common speech,
Is that fine sense which men call Courtesy!
It transmutes aliens into trusting friends,
And gives its owner passport round the globe."

The Eatonian who prompted the letter that follows is Mrs. M. McIvor. A widow who has been two years with the Company. An "orchid" to Mrs. McIvor and many thanks, Mrs. Hollinshead, for your kind letter.

"The Manager, Infants' Wear,
"T. Eaton Co. Limited, Winnipeg, Man.

"Vancouver, B.C., April 7th, 1947.

"Dear Sir:

"I wish, through the medium of this letter, to express my thanks to one of your clerks, No. 38, for the effort and consideration she extended me on my recent stop-over in Winnipeg, en route to Vancouver from Toronto. This clerk was not only courteous and obliging to deal with, but has forwarded to me here articles which I otherwise would have had great difficulty in obtaining.

"It was indeed a pleasure to find on my journey across Canada, a person so in keeping with her word. This lady is an asset to The T. Eaton Company and on future visits I hope to have dealings with her again.

"Yours truly,

"(Mrs.) Eileen Hollinshead."



Mrs. M. McIvor

Veteran Eatonians Honoured on Retirement

Mr. Gibson Greer

Patrons and employees alike, miss the familiar figure and rich brogue of Mr. Gibson Greer around the men's clothing department these days, for Mr. Greer retired on March 29th after 34 years with the Company. In appearance, Mr. Greer is a typical North of Ireland gentleman—tall, with a fine physique that is always enhanced by good grooming.

Born in Randalstown, County Antrim, he joined Eaton's in 1913 and was for a time with the men's clothing. He is the proud father of a son and two daughters. The former is Dr. Robert Greer, a prominent Winnipeg surgeon who is well known to Eatonians. One daughter, now married, was formerly a school teacher. The other is on the nursing staff of Deer Lodge Military Hospital. Mr. Greer takes an active interest in the work of the First Presbyterian Church and is on the board of elders.

On the day of his retirement, he was presented with a beautiful mirror to hang over the fireplace of his home. Presentation of this lovely memento from his associates was made by Mr. Edward Martin, head of department, in the absence of Mr. W. J. McKeag, supervisor.

Mr. Greer will be missed by a large clientele of customers which he built up over the years. However, he has decided to take life easy and enjoy a well earned rest. And so a host of friends wish him and Mrs. Greer long life and continued happiness.

* * * *

Mr. Ernest Green

Veteran Eatonian of 37 years' service, veteran also of World War I, Mr. Ernest T. Green, mail order packing, retired in February amid a shower of gifts and good wishes.

The popular Ernie was Born in Bow, Middlesex County, England. He came to Canada in 1908, worked on construction of the Grand Trunk Pacific at Hawk Lake, Man., and on June 21st, 1910, became an Eatonian.

Veteran of World War I

One of the "old originals" of the 37th battery, C.F.A., Ernie served throughout World War I and was wounded. While "up the line" he acted as cook for his beloved "37th" with whom he served from start to finish. Comrades declare Ernie did his cooking stint so well that at times he had his field kitchen ahead of the guns. "Old Sweats" with imperishable memories of bully beef and "dog" biscuits know how much that means! 'Tis also said that in those distant days Ernie was a whizz at beating the old army game of "crown and anchor." Later this pitching skill stood him in good stead as a bowler with the Eaton league.

When overseas travel conditions improve Ernie plans a trip to the "old sod" to visit his dad. Meanwhile all of the best, old-timer, from your host of friends at Eaton's.

* * * *

Mail Order Lingerie Honours Ernie Allen

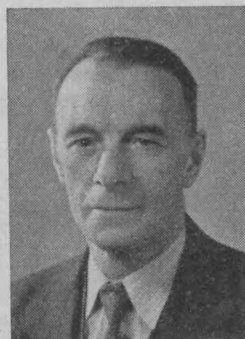
Congratulations to Mr. Ernie Allen, mail order lingerie department, on the occasion of his 30th anniversary of continuous service with the Company which was celebrated on April 16th.

On behalf of the staff, Mr. W. R. Harris made a presentation to Ernie of a beautiful Parker 51 Pen and Pencil set. Mr. Harris then thanked Mr. Allen for his excellent service with the Company and spoke of his skill as a curler and gardener.

Well done Ernie and many more!



Mr. Greer (centre) receives the best wishes of his associates, Mr. E. Martin doing the honours. Sharing the presentation with her husband is Mrs. Greer (wearing corsage).





At Left—Mr. Gordon Douglass does the honours.

Centre—Mr. and Mrs. Saunders were very happy about the whole thing.



150 People Pay Tribute to Alf Saunders

Dinner at Marlborough Marks 35th Anniversary

There is no doubt about it, Mr. Alf Saunders is a very popular man. This was shown by the number of people who turned out to congratulate him on his 35th anniversary with the Company. A dinner was held in his honour at the Marlborough Hotel on March 26th, which was attended by 150 of his friends and associates. A real tribute to Mr. Saunders popularity was the presence of 20 girls, none of whom had been employed in the store for the past 10 years, but all remembered and liked him well enough to come to his anniversary dinner.

There was a very impressive group seated at the head table. With the exception of Mrs. Saunders and Mr. Douglass, the remaining 10 comprised 310 years of Eaton service! To Mr. Gordon Douglass, head of department, went the duty and honour of making the presentation to Alf. On behalf of the department, Mr. Saunders received a gladstone travelling bag, and his wife was the recipient of a lovely bouquet of flowers.

Mr. Saunders is a veteran of both wars, having served overseas in the first World War, and in the Veterans' Guard in the second. He has a family of three children, two sons, both of whom are in the army, and one daughter.



Drivers Honour Albert Tisdale

Presentation Marks 35 Years of Service

Albert Tisdale (cartage) completed three and one-half decades of service with the Company on Sunday, March 23rd. On the morning before, his fellow workers assembled to congratulate him and make a token presentation. Mr. Clayton Tucker, head of delivery, did the honours and on behalf of the staff, presented "Big Albert" with a Parker "51" pen and pencil set.

Mr. Tisdale was born in Toronto, where he attended Lansdowne school. A bachelor, he is very fond of motoring and has made several long trips through the United States.

Mr. Tucker, in making the presentation, commented upon the quality of Mr. Tisdale's work and his dependability over the years. As assistant to Mr. Jack Byrd, he looks after the incoming and outgoing freight and also handles the clerical work in 171. May we add our congratulations to those of your fellow workers, Mr. Tisdale, on a job well done? And here's wishing you many more successful years with Eaton's.

Fourteen



Mr. W. J. Agnew Has 35th Anniversary

**Belfast-Born Ex-Cavalryman
Presented With Leather
Travelling Kit**

Mr. W. J. (Bill) Agnew, head of department, mail order draperies, celebrated his 35th anniversary with the Company on April 7th. With the exception of overseas service in the Lord Strathcona's Horse, R.C., during the first World War, Mr. Agnew's entire 35 years have been spent in the draperies department. It was just recently that he transferred to the mail order where he is head of department.

On Mr. Agnew's "big day" Mr. Frank Carpenter, supervisor, made the presentation of a leather travelling kit on behalf of the staff, and congratulated Bill on his excellent record with the Company.

Once He Was "Jugged"

Yes sir! Though only a handful of Bill's intimates knew it before, our hero once languished in jail! It happened in Milan, Italy. The year was 1938 when boastful Benito was strutting his stuff. Bill, accompanied by two other Eaton buyers, was having a haircut at his hotel, when along came the gendarmes and Bill was thrown in jail! After three hours of examination his passport was thrown in his teeth, and innocent, indignant Bill was again a free man.



At Top—Mr. Agnew (left) is congratulated by his supervisor, Mr. Frank Carpenter.

Lower—Mail order draperies staff gather to say "Happy birthday, Mr. Agnew."

The cause of his arrest? Mistaken identity. The following year Bill was back in Milan at the same hotel but this time he was not molested.

Mr. Agnew spends a good deal of his spare time at his cottage at Victoria Beach, and also plays a spot of golf. His main hobby, however, is gardening and his specialty, growing roses. And the latter, says he, smell a lot sweeter than that age-old calaboose in Milan!

* * * *

Yes, 'Twas April Fool's Day But He Got a Real Radio

Arthur Daw Has 35th Anniversary

Some folks may have been the victims of April fool jokes on the morning of April 1st, but when Arthur Daw, first assistant men's furnishings (hats and caps), came to work on that day he found his desk laden with flowers and messages of congratulations, in honour of his 35th anniversary with the Company.



Mr. J. Orr presented Arthur with a radio from the staff and management of department 28. Many other tokens of appreciation were there, too. Throughout the day friends from the mail order and city departments visited Arthur to extend congratulations on this memorable milestone.

Devonshire-born, battle-scarred Arthur Daw served in World War I with the Cameron Highlanders and was twice wounded, at Ypres and the Somme.

Married, with two daughters, the popular Arthur is beloved of a wide circle of friends for his pleasant personality and genius for making friends. An active member of the Valour Road Legion, he is also a member of St. Matthew's church in Winnipeg.

But mostly he is a home-loving chap who likes a good book and is very proud of his garden.

Congratulations and best wishes for the years to come!



Upper Picture—Mr. John Stronach, mail order superintendent, greets Miss Clarke.
Lower Picture—Gifts for a well-loved lady—including a big birthday cake.

Jessie Clarke Feted on 35th Anniversary

Friday, April 11th, found the staff of mail order notions and fancy goods gathered around a gaily decorated table to pay tribute to Miss Jessie Clarke on her 35th anniversary with the Company. Head of department Mr. J. W. Aker presented Jessie with a Parker pen and pencil set on behalf of those present, and in a brief address outlined her career, highlighting her loyalty and cheerfulness. There were many visitors from the store and mail order to congratulate Miss Clarke. Among the first were Mr. J. Stronach, mail order superintendent, and Mr. W. G. B. Dailley, staff superintendent.

A Yodel From Switzerland, too!

All the way from Switzerland came greetings from Mr. S. H. Williams, supervisor, and from the far west of Canada congratulations from Mr. Gilbert Blamey.

Born in Dromore, Ontario, Jessie has been with the same department since she became an Eatonian. She has many hobbies, chief of which is lawn-bowling.

The celebration was continued in the evening with the Misses M. Stephenson and M. Partridge entertaining in honour of Jessie. Court whist was a feature, prizes being won by Misses F. Oaten, R. Francey and the guest of honour. Another highlight was the delicious fare which adorned the table. "Scrumptious, simply scrumptious!" was the verdict. So a momentous day came to a close. Well done, ladies, a lovely tribute to a lovely lady.

MAKE IT SAFE!

Spring clean-up time is now upon us—time to check all potential hazards in the home from chimney to basement. Here is a recent prize-winning safety slogan that sums it up in a nutshell:

"It is better to prepare and prevent than to repair and repent."

Sam Poole Chalks Up 35 Years Service!

Veteran Mail Order Man Presented With Easy Chair

Mr. Samuel Poole, mail order jewellery, eldest of the Poole brothers' trio, came up for his 35th anniversary on April 13th. Brother Tom of the meats, who is close on his heels, will celebrate his 35th anniversary on May 3rd. Brother George Poole, youngest of the threesome, is first assistant in the supply department. To mark the occasion, Sam's associates presented him with an easy chair, presentation being handled by Mr. Alex Cranston, head of department. A party was also held in Sam's honour at the Norwood Credit Union Hall.

Mr. Poole, who was born in Preston, Lancs., started with Eaton's as a parceller under Mr. Billy Browne. He was for many years with the mail order hardware, and a few years ago joined the mail order jewellery. His wife was an Eatonian, too, the former Miss Mabel Phipps of the sales audit. Sam joined the 43rd battalion in World War I and later transferred to the machine gun corps. He was wounded at Regina Trench.

There are three daughters in the Poole family: Irene, the eldest, served with the CWAC and now attends the University of Toronto where she is studying occupational therapy. The two younger girls, Dorothy and Frances, are at home.

A skilled curler, Sam plays for the Manitoba Veterans and proudly states they won the Byrnes' trophy for 1946-47. He also golfs; is a member of the Valour Road branch, Canadian Legion, and a sergeant in the St. John Ambulance brigade. Many happy returns!

Sixteen





Timothy Eaton

Quarter Century

Club

Inaugurated 1919



Welcome to the **EATON** Quarter-Century Club

He Once Drove the Prince of Wales

Mr. Frank Burrows Completes 25 Years with Eaton's

Good Friday, April 4th, was the quarter-century anniversary of Frank Burrows of the garage staff. Winnipeg born, Frank was a sergeant in the Army Service Corps during World War I. He was the first mechanical transport truck driver in M.D. 10 and drove a four-cylinder Russell. He also was official driver for H.R.H. Prince of Wales (later Duke of Windsor) on the latter's official visit to Winnipeg. Married, Mrs. Burrows was Miss Annie Fraser of the mail order. They have one son, Capt. D. W. Burrows, Artillery, who served in World War II and was wounded four days before the war ended.



Mr. Burrows, senior, served on the West Kildonan school board for a two-year period. He hopes to spend his two months' holiday on a motor trip to the West Coast to visit his brother. Congratulations and a happy holiday!

* * * *

Quarter-Century Honours for George Matthews



One of the youngest members to join the Eaton Quarter-Century Club this year, Mr. George Matthews, printing plant, completed 25 years with the Company on April 10th. Born in Dublin, Ireland, and coming to Canada in 1921, he started with the Eaton printing plant when 16 years of age. Here he learned the printing trade and today is a compositor. Mrs. Matthews was also an Eatonian—the former Miss Gertrude Brierley with the home furnishings departments.

They have two daughters, Maureen, 5, and Betty, 12 years of age.

In his leisure hours Mr. Matthews' interest runs to golf and soccer—also a spot of gardening. Besides his quarter-century watch and certificate, one of George's proudest possessions is a handsome pin seal wallet, the gift of his associates in the composing room as a memento of the occasion.

"My years with the Company have been very happy ones," said this youthful looking quarter-centuryite, "and I have made many good friends."

Best of luck to this young old-timer!

GALLANT GROCER

"Are those oranges sweet?" asked the pretty little lady.

"They ought to be by now, madam," answered the gallant old grocer. "You've been looking at them for some time."

COMPLETE

A wise fellow stepping up to the bus as it stopped the other morning said to the driver.

"Well, Noah, you've got here. Is the Ark full?"

The motorman answered back: "Nope, we need one more monkey. Come on in."

"It's a Long Way To Tipperary" For— John J. McGee, Quarter Centuryite of April 18th



The toy department took time out on the morning of April 18th to congratulate Mr. John McGee, first assistant, upon his entry into the Eaton Quarter-Century Club. To mark the occasion Mr. R. E. Stewart, supervisor, presented Mr. McGee with a pair of lovely lamps on behalf of the staff. Presentation of a handsome occasional chair was also made to Mr. McGee by Mr. Percy Longstaffe, on behalf of the former's old associates in the dress goods, city and mail order.

John Jacob McGee is justly proud that he is the nephew of the late Colonel Harry McGee, formerly senior vice-president of the Company. Indeed, our hero was born in the same house in Thurles, Parish of Kilcooley, Tipperary, as was his illustrious uncle.

Jack came to Canada in 1921 and started with Eaton's, Toronto, as a messenger lad in knee breeches and school cap. He worked in the sales audit, dress goods, and bedding. Later he went to the Company's C.D.s at Hamilton and Kitchener. Transferring to Winnipeg he was with the dress goods, store and mail, and finally in 1945 joined the toy department as first assistant.

Mr. and Mrs. McGee have three lovely little daughters. The twins, Sybil and Susan are five and baby Janet is 8 months young. The genial Jack prefers tennis, plays a spot of golf, but mostly is a home-loving Irishman. Congratulations from all of us!

Nellie Bailey Joins Quarter-Century Club

Miss Nellie Bailey, popular member of mail order exchange, celebrated her 25th anniversary with the Company on April 21st. She was the recipient of many lovely gifts, including a beautiful handbag and glamour pin from her business associates.

Before coming to Winnipeg, Miss Bailey spent several years in Killarney, Manitoba. Nellie spent her first 22½ years with Eaton's in the mail order women's shoe department. The rest of her 25 years' service has been with the mail order exchange, where she handles city exchange received through the mail order.

Miss Bailey's friends, the floormen in the store, so the story goes, give her quite a ribbing about her pet turtles.

Nellie is thinking seriously about the West coast for her long holiday.

Congratulations from all of us, Miss Bailey, here's wishing you a grand holiday and a well-earned rest.



"Brothers in Arms"

Wayne, 16 months; Allen, 6 years, sons of Mr. Harry Bell, women's shoes. Picture taken by Daddy Bell who, by the way, is a skilled amateur photographer.

Junior Spring Frolic and Fashion Show

On Saturday, May 10th, in the Civic Auditorium, the Y's Men's Club of Winnipeg will present their "Junior Spring Frolic and Fashion Show." This evening is of particular interest to the young men and women of the city, and is presented by the Senior Service Club of the Y.M.C.A. Highlight of the evening's entertainment is to be a Junior Fashion Show presented by the Junior Fashion Council and Junior Executive of Eaton's.

Music for dancing will be provided by Gar Gillies and his orchestra. Proceeds of the occasion are to be used by the Y's Men's Club in establishing a fund for the erection of a Young People's Camp in the Lake of the Woods area.

BRIDGE TOURNEY ENDS . . .

Keys and Dickson Are Champions in First Bridge Battle

A new departure in Eaton staff activities took place this winter when a bridge tournament was staged which comprised 27 entries.

The games were held at the homes of the contestants and consisted of six rubbers—total score to count.

Though the games were keenly contested and no quarter given, the competition was greatly enjoyed by all the players and casual acquaintanceships blossomed forth into friendships.

Many of the contestants also improved their game through diversity of opponents, learning, among other things, **when not to double!**

Messrs. Keys and Dickson succeeded in eliminating those two upholders of the "Blackwood system," Horton and Chalmers. ("How do you indicate five aces, Ken?") And report has it that the champions have now adopted this system themselves with gratifying results.

Too bad Mr. A. D. MacDonell did not make good his boast made at the curling club wind-up, but he too, bit the dust.

Ken McGaw and Bob Ferguson came through in the consolation despite the fact that Ken was recovering from a serious illness. More power to him!

Suggested by Mr. W. G. B. Dailley, the competition aroused great interest and next year it is expected that an earlier start will be made thus permitting a larger entry.

Inset—A cheer for Ken McGaw, who, while convalescing, helped to win the consolation event.

Lower left — The committee who arranged the competition. Back row: George Firth, Ken Sutherland, Tom Ewart, Len Wimble. Front row: R. A. Ferguson, K. Chalmers, H. Keys, I. G. Dickson, Bud Horton.

Lower right—Consolation event winner, R. A. Ferguson is congratulated by Mr. Dailley.



Top row—After the battle—Howard Keys reads the final scores. Left to right: "Bud" Horton, runner-up; Ian Dickson, champion; Ken Chalmers, runner-up; Howard Keys, co-champion.

Second row—A tense moment in the last round.

Third row—"Congratulations!" says Mr. W. G. B. Dailley (centre), as he presents first prizes to Mr. I. G. Dickson, right, and Mr. Howard Keys. Mr. Dailley was also a contestant, but alas! fell by the wayside.





Top Row—Left: Mr. Gilbert Eaton presents the McGee Memorial trophy to Skip George Allan. Right: Scotty Harper, Free Press; Earl Ramsay, Mr. W. Thompson, Grain Exchange Rink; Bill Good, Tribune.

Second Row—Left: Mr. Syd Florence presents city No. 2 trophy to H. Deally, 2nd, in absence of Skip Ken McGaw (now convalescing from illness). Centre: Mr. Jim Johnston presents mail order group awards to Skip Jack Kellas. Right: M.C. Walter Scott at mike.

Third Row—Left: A few of the banqueteers. Centre: Little Miss MacDonald delights with the "Sword Dance" to the skirl of the pipes played by her dad, Bob MacDonald.

Lower Row—Left: Three champions here! At left edge, a profile of Jimmy Welsh. Next, Jock Reid, while at right edge is Harry Monk. Right: A glimpse of Bert Elson at his beloved xylophone.

THE "LAST END" Eaton Curlers Wind Up Season With Brilliant Banquet —Dominion Champions Are Honoured Guests

Boys of the "besom and stane" gathered in the stately concert hall of the Fort Garry Hotel on the night of April 1st to celebrate one of the biggest and best seasons in Eaton curling history. President Jack Thompson presided.

Adding lustre to the occasion was the presence of curling "royalty"—Dominion champions Jimmy Welsh, Alex Welsh, Jock Reid and Harry Monk.

Mr. Gilbert Eaton presented the McGee Memorial Trophy for club championship to Skip George Allan and his teammates Bob McCormick, Tom Anderson, Percy Longstaffe and Isaac Kilpatrick*.

Reminiscing briefly about the late Col. Harry McGee, donor of the trophy, who was senior vice-president of The T. Eaton Co. Limited, Mr.

Eaton told of the former's keen interest in all sports. Presentation of awards to runners-up Skip Arni Arnason, Jack Morrison, A. Duncan and George Bewick also was made by Mr. Eaton.

Other awards were presented by Messrs. W. G. B. Dailley, J. Johnston and Syd Florence. Mr. Dailley paid tribute to the Welsh victory

* Pinch-hit for part of season.



Top Row—Left: Champions all! Back row, George Allan, Eaton Club champion; Mr. Welsh, father of Jimmy and Alex; Jimmy himself, brother Alex, Jock Reid and Harry Monk. Seated, Perc Longstaffe, Isaac Kilpatrick, R. McCormick, T. Anderson. Right: Mr. Gilbert Eaton presents prizes to runners-up—A. Arnason, J. Morrison, G. Bewick and A. Duncan.

Second Row—Left: Drivers group prizes are presented by Mr. Jim Johnston to Skip J. Smith, G. Ross, J. Marsh and J. Bremner. Right: Mr. W. G. B. Dailley presents city group No. 2 trophy to Skip I. Dickson.

Third Row—Left: Johnny Manson, Saskatoon, was a welcome visitor. Mr. A. D. MacDonell, Mr. Gilbert Eaton and President Jack Thompson. Centre: Mr. A. D. MacDonell presents city group No. 1 award to Skip Alex Stewart. Right: Curling King Jimmy Welsh tells of his trip.

Lower Row—Left: third from left is Syd Florence, Bill Hurlburt. Right: Jimmy Welsh and Harry Monk give the "Gray Goose" password.

and spoke about the value of sport in business life. Mr. Johnston expressed pleasure in the fact that the mail order men had "obeyed his injunction" and again won the championship.

A toast to the Welsh rink was proposed by Earl Ramsay. Jimmy Welsh replied with a few highlights of his trip east and the kindness extended to his rink during the championship games. Harry Monk demonstrated the password of the "Gray Goose" Icelandic rink of which he was made an honorary member.

A Novelty Programme was run off with Walter Scott as M.C. which was greatly enjoyed. To Secretary Jack Johnston and Treasurer Joe McLellan who handled the banquet arrangements goes a vote of thanks—it was excellently done.

The Prize Winners were: McGee Memorial cup (club championship)—T. Anderson, R. McCormick, P. Longstaffe, George Allan (skip); runners-up: G. Bewick, A. Duncan, J. Morrison, A. Arnason (skip).

Receiving Room Group—W. Wood, F. Halderson, T. Elliott, I. Dickson (skip).

City No. 1 Group—D. Tomes, J. McClure, H. Boyd, A. Stewart (skip).

City No. 2 Group—A. Cooper, H. Deally, R. Ferguson, K. McGaw (skip).

Mail Order—G. Rosie, A. Neville, R. Collins, J. Kellas (skip).

Drivers—G. Ross, J. Marsh, J. Bremner, J. Smith (skip).

Good Deed

Five Talented Winnipeg Children Awarded Scholarships by Good Deed Radio Club at Se

Winnipeg's spacious Metropolitan Theatre echoed with the cheering of over 2,000 youthful members of the Eaton Saturday morning, March 29th, for the final theatre par

Just before the curtain rose on the broadcast, five scholarships of \$50.00 each. These five young artists v club's broadcasts during the past six months and the aw and musical studies. Presentation of the scholarships w manager of Winnipeg store. "The Good Deed Club was delighted to be present.

Mr. Pinfold was introduced to the big gathering by Mr Good Deed Club.

Larger Pictures Show Sch

Left Side, Top—Lorraine Purdom, 13-year-old soprano, whose clear, sweet rendering of "I Hear a Thrush At Evening" reminded one of Deanna Durbin.

Centre—Dark-eyed Boris Cherewick, a 12-year-old violinist, who already has a surprising mastery of this difficult instrument.

About Smaller Pictures at Left Side

Third Row—Left: Sherry Wilton in action. Centre: Mr. Pinfold presents scholarship to Lorraine Purdom and (right) to David Ross.

Bottom Row, Left to Right—David R "Sweet and Low," Miss Val Kan Herb Roberts and Kerr Wilson re gifts. Fred Kent's accordion qua

About Smaller Pictures at Right

Third Row—Centre: Terry Morris, Deed award, listens as Kerr V reads the citation. Right: Schol winner Boris Cherewick delights "The Blue Bells of Scotland."

Bottom Row, Left to Right—A cha picture of Sherry Wilton receiving award from Mr. Pinfold. Boris C wick smiles happily on receivin scholarship. "Congratulations raine," says Mr. Pinfold to the tal little pianist. Announcer Kerr V introduces Lorraine to radio aud



Club Presents ...

SCHOLARSHIPS

arded Scholarships of \$50.00 Each by the Eaton
Club at Season's Final Broadcast

echoed and re-echoed with the songs, the laughter, the
the Eaton Good Deed Radio Club who assembled there on
theatre party of the season.

ast, five boys and girls were presented with Good Deed
g artists were adjudged to be the most outstanding in the
and the awards were to assist them in furthering their vocal
arships was made by Mr. R. M. Pinfold, assistant general
Club was a very happy idea," said Mr. Pinfold, and he was

ng by Mr. R. J. Fry, advertising manager and director of the

(Continued on Page Twenty-Seven)

Show Scholarship Winners

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pre-
Ross.

ght—David Ross in
Miss Val Kane, Mr.
err Wilson receive
ccordion quartette.

res at Right Side

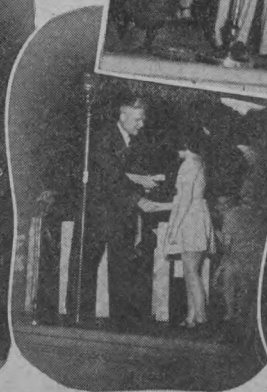
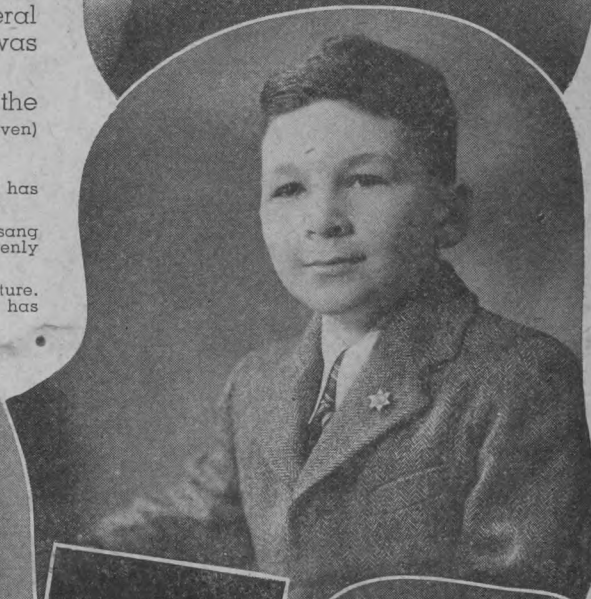
erry Morris, Good
s as Kerr Wilson
Right: Scholarship
wick delights with
Scotland."

Right—A charming
ilton receiving her
nfold. Boris Chere-
y on receiving his
ngratulations, Lor-
fold to the talented
uncer Kerr Wilson
to radio audience.

Right Side, Top—Lorraine Bowin. This gifted 10-year-old pianist has
already won a scholarship from Manitoba University.

Centre—10-year-old David Ross. Just a little chap, but as he sang
"Sweet and Low" we closed our eyes and thought of a heavenly
flute.

Third Row—Left: Sherry Wilton, accordionist with a bright future.
With fair curls and a dazzling smile, this little lady also has
showmanship plus!





Top Row—Left: Ernie Lane, Norma Gorby, Joe McLellan, Blanche Benson, Bud Davidson, May Mackay, Bill Agnew. Right: Reg Prynne, Edna Hunter, Johnny Johnson, Kay Chisholm, Walter Scott.

Second Row—Left, clockwise: Hugh McVeigh, Janet Morrison, Ray Gall, Una Mackenzie, Rhoda Kirkpatrick, Marion Smith, Harold Price, Robina Haight. Centre: Milly Langford, Harold Price. Right: Dominion champ Jimmy Welsh replying to toast given by Miss Joyce Lawton.

Third Row—Left: Mr. W. E. C. Hurlburt, Mrs. W. Gould, Mr. G. Hindle, Ruth Bardal, Mr. E. Struthers. Right: Joyce Lawton, Jimmy Welsh, Jock Reid, Mary Moore, Harry Monk, Mrs. W. E. C. Hurlburt.

Fourth Row—Left: President Louisa Maughan, Mr. B. C. Scrivener, Mrs. Scrivener, Mr. A. D. MacDonell. Right: Nita Hudson, Jessie Sutherland, behind Jessie is Una Mackenzie, another winner, and Mrs. A. D. MacDonell.

Lower Row—Kay Chisholm, Rhoda Kirkpatrick, Florence Owens, Marion Smith—the Florence Wilson trophy winners—and Mrs. B. C. Scrivener, who made the presentation to the winners.

Dine, Dance and Song!

Curling Gals Wind Up Season With Gay Party at Marlborough

Climaxing a long and exceptionally good season of curling in which they were successful in finishing all their games, on Wednesday evening, April 9th, our women curlers staged a gay party at the Marlborough. President Louisa Maughan presided. Throughout the evening from the dinner to the last dance, there was a charm and thoughtfulness about the proceedings that pointed to careful planning by Miss Maughan and her committee. For example, guests of honour were warmly greeted on arrival and their ladies each presented with a lovely corsage.

Another happy thought was the invitation to a goodly number of men curlers which added enjoyment and provided sufficient partners for the dancing. At the head table with President Maughan were Dominion champions Jimmy Welsh, Jock Reid and Harry Monk; Mr. and Mrs. B. C. Scrivener; Mr. and Mrs. A. D. MacDonell; Mr. Erskine Struthers, Fort Rouge rink; Mr. Googs Hindle, Civic-Caledonian club; Mr. and Mrs. W. Gould; Mr. and Mrs. W. E. C. Hurlburt; Miss Ruth Bardal, secretary; Miss Joyce Lawton and Miss Mary Moore, ice convenor. President Maughan introduced the Welsh rink who rose to acknowledge the cheers of the gathering.

A toast to the champions was then charmingly proposed by Miss Joyce Lawton. Responding, Jimmy Welsh gave a brief outline of his trip to St. John, N.B., where he won the Dominion title. One of the biggest thrills, said he, was his triumphant return to Winnipeg when he rode through every red traffic light!

President Maughan said that it had been a record season and paid a gracious tribute to her executive for their grand support.

Mr. and Mrs. B. C. Scrivener, without whom these wind-ups would never seem complete, each addressed the gathering. Mr. A. D. MacDonell added an eloquent tribute to the Dominion curling champions.

Prizes were presented by Mrs. Scrivener, as follows:

WINNERS FLORENCE WILSON TROPHY

Kay Chisholm, skip; Florence Owens, second; Rhoda Kirkpatrick, third; Marion Smith, lead.

RUNNERS-UP

(Fort Rouge rink) Veronica Walsh, skip; Norma Gordy, third; Margaret Begley, second; Mary Ripley, lead.

RINK WITH MOST POINTS DURING SEASON

Nita Hudson, skip; Jessie Sutherland, third; E. Kunz, second; Una Mackenzie, lead.

Great Going, Miss Langford

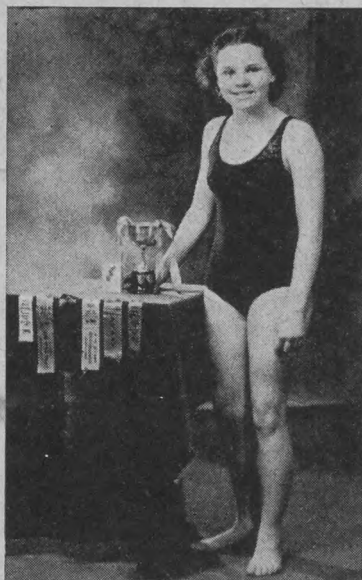
During dinner community singing was led by Molly Langford with Harold Price at the piano. It was the first time we've ever seen this job performed by a gal, and brother, it was a top-flight job! To see this young lady weave her hands in perfect rhythm to the music—to



The Champs—Left to right, Rhoda Kirkpatrick, 3rd; Marion Smith, lead; Florence Owens, 2nd; Kay Chisholm, skip.

listen to the magnetic quality of her lovely contralto voice—was to follow her lead and sing!

Incidentally, we hear this was her initial effort—all of which means she's a "natural!" Dancing to Duffy's orchestra ended a delightful evening.



AUDREY BUZZA SWIM CHAMP

Mr. A. Buzza's Daughter Wins 50-Yard Backstroke

The Mulvey School has good reason to be proud of 13-year-old Audrey Buzza who won the school championship for her exhibition in the 50-yard open competition at Sherbrook Pool recently. Though only thirteen, Audrey has also won the 25 and 50-yard backstroke championships! Proud daddy is Mr. A. Buzza, first assistant, men's clothing workroom.

The Name's FAMILTON, Not Fumerton

Our apologies to the twins and World War II veterans, Alice and Mary FAMILTON, whose pictures appeared in April Contacts. We understood their name is Fumerton and wrote it that way. Apparently the twins didn't mind but is our face red!



DESCRIPTIONS OF PICTURES

Top row, left: Mrs. A. D. MacDonell presents a ski award to Henry Gilbert. Right: A corner table is always cosy.

Second row: Head table—Messrs. A. D. MacDonell, H. Aseltine, Mrs. MacDonell, Mrs. Aseltine, Mr. W. Gould. Oval: Shirley Baldner rests her "game" leg (broken when skiing at Banff) as she receives her prize from Mrs. MacDonell. Right: Mr. MacDonell pays tribute to Harold Aseltine.

Twenty-Six

Third row: Barry Bougher receives first prize for slalom event from Mrs. MacDonell. Centre, left to right: Shirley Galaugher, George Gould, Mrs. Bill Spenceley, Mr. J. Beatson, C.P.R.; Mr. Bill Spenceley, Leo Clarke, Margaret Goatcher, Ernie Gould. Right: Mrs. MacDonell presents third prize to "Superman" Bill Spenceley.

Fourth row, left to right: Mary Moon, Elsie Butland, Charlie Whitehead, Pat Nutter. Centre: Mary Ripley, Madeline Doyle, Winnie Sulkers, Mildred Stevens, Frances Crawford. Right: W. E. C. Hurlburt, Isabel Hanna.

Bluebirds Honour Harold Aseltine

Presentation Made To Beloved "Prexy" — Movies, Sing-Song,
Quizz Add To Evening's Fun

(Pictures on Facing Page)

Motion picture celebrities leave their footprints in cement for posterity to see. Men like Harold Aseltine, however, who for ten winters has quietly devoted his leisure hours to teaching young people to ski—leave an imprint in the hearts of those they have so unselfishly helped to greater enjoyment in living.

Organizing president of the Eaton Bluebirds since their beginning ten years ago, Mr. Aseltine has been president ever since. Untiring in his efforts, he kept the club in operation through the difficult war years when the membership sometimes dwindled to a mere handful. Faithfully he coached and instructed new members, organized trips and kept up the interest until today the Eaton Bluebirds are again a club of over one hundred members. Nothing was ever too much trouble for Harold and his good wife where the Bluebirds were concerned.

Now entering his sixtieth year, Harold Aseltine, who is technical chairman of the Manitoba Ski Zone, has decided to turn over the coaching to more youthful hands. The grand job he has done will always be remembered by those he refers to as "that swell bunch of kids." To show their affection, the members have presented Harold and Mrs. Aseltine not only with a token of remembrance but also with a life membership in the Bluebirds.

It was a happy gang of young people who gathered at Moore's to round up a good season of skiing and with a bang! As far as membership goes, this was a record season, having total number of Bluebirds, 120, 96% of which attended this final meeting.

Chairman Harold Aseltine started the ball rolling with a sing-song, then when all the

stragglers had arrived (we'll forgive Shirley Baldner, she had a good and obvious excuse), a delicious chicken dinner was served.

Highlighting the evening was the presentation to Mr. Aseltine and Mrs. Aseltine, of a handsome trillite—a parting gift from the club members to their retiring and only president. Presentation was made by Mr. A. D. MacDonell who paid an eloquent tribute to the couple who have fathered and mothered the club since its inception. Both Mr. and Mrs. Aseltine responded warmly, thanking the members with a special word of appreciation for the support given them by the club executive.

The Quiz Was Really Something!

Ernie Gould was quiz-master and he fired the questions and money thick and fast. Then, of course, we had to have a sing-song. Ernie led that, too, at least until his vocal chords gave out and he flashed an S.O.S. to his dad, Mr. Bill Gould, head of the photographic department. Barry Bougher also led the singing with "Harry".

Technicolor Movies, Too!

Not long after, Mr. J. Beatson, publicity department of the C.P.R., had his projector set up and we had a sing-song accompanied by animated cartoons. They were really fun!

The movies that followed were in beautiful technicolor. We saw some wonderful skiing in the lovely Laurentian hills of Quebec. Makes us think about saving our pennies and going there for a week or two.

The wind-up was a great success, a fine way to end the season, and we're all looking forward to a bigger and better club next year.

Good Deed Club Presents Scholarships

(Continued from Page Twenty-Three)

A brief outline of the season's activities was given by Mr. Fry. "We are one big, happy family," he said, as he told of the extension of the organization throughout Manitoba, by broadcasts at Brandon and Portage before large and enthusiastic audiences. With a membership of 12,000 children, Mr. Fry added that "the Good Deed Club was one of the largest organizations of youth in the Dominion".

Good Deed Awards of Gold Wrist Watches were made to Terry Morris and to Joe Zanarko, for deeds of courage and quick thinking. Terry,

a member of the Knowles' Boys Home, had jumped into the icy waters of the Red River and saved the life of a nine-year-old boy. A farm boy, Joe's quick thinking saved his father possible death from a falling tree.

Gifts Are Presented—Another delightful feature of this season-end party was the presentation of gifts to announcer Kerr Wilson and to programme director Herb Roberts, CKY; to Good Deed secretary Val Kane and others whose efforts over the season contributed much to the success of the broadcasts.

Frances Reid Wins Latin Competition

"Puer Qui Erat Puella" Best in Winnipeg

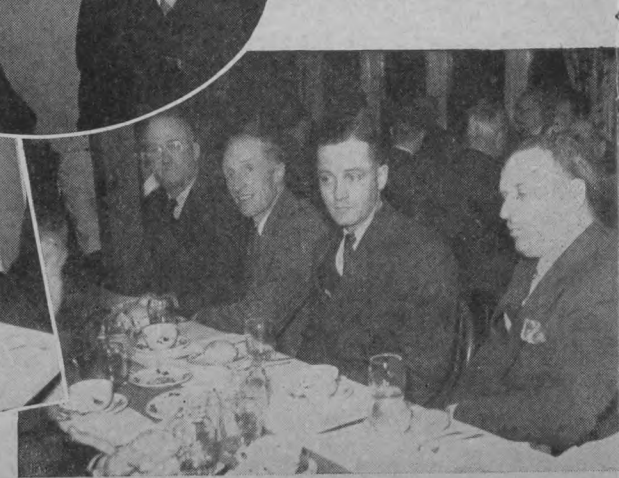
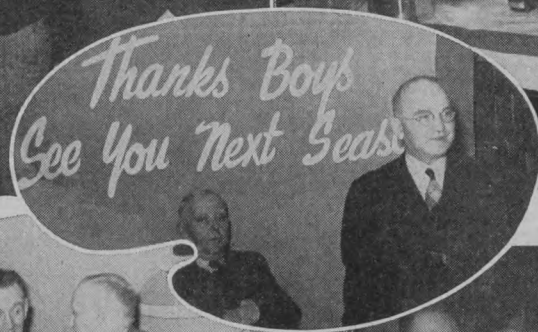
The daughter of Mr. Harry Reid, stock audit, is a very promising young Latin student. Frances is in grade X at St. Mary's Academy, and won this Latin competition over all other entries from Winnipeg. Her paragraph was chosen for its good composition and originality. It was published by the classics department, University of Manitoba, and is being sent to the various Winnipeg schools to be used in Latin classes as an exercise in sight translation.

Good work, Frances, anyone who makes such a remarkable showing in this difficult language is, in the mind of this humble reporter, nothing short of a genius.





Painters'-Carpenters' Curling Wind-Up



FEAST, FUN AND PRIZES!

Painters-Carpenters Curling Fraternity Stage Annual Round-up

Spring puddles surrounded the St. Vital rink on the night of March 26th when carloads of Eatonians rolled up to attend the painters'-carpenters' annual wind-up. Gone was the rhythmic clunk! of the "stones;" gone the exultant cries of "scoop 'er up!" Within, however, all was merriment as the boys of the hammer and brush gathered to celebrate another great curling season. President Don Kirkland was in the chair and, true to tradition, the club had every ingredient for a grand evening!

A Feast—that was fit for the gods! And how could it be otherwise, with chef Henri Voegeli at the controls! Henri, whose grill room ambrosia is the toast of countless Canadians who have travelled widely and know good food.

Movies—shown by Ernie Hawkins, were next. A three-hour stint that comprised, not only spirited community singing films, but sports, humour and romance.

Prizes!—Well, what could be happier than an event where everybody gets a prize! And that's what happened. Even Contacts went home with a big aluminum preserving pot for holding a lucky number!

The championship prizes went to Skip Bill Falls and his teammates who collected handsome silex sets. Runners-up were John Kooning and rink who took home table lamps that caused their wives' faces to light up with pride.

Billy Milne and Co. were awarded coffee makers for third place.

Bill Hall and Bill Hall

Old man coincidence was there, too! Believe it or not, two lucky guys, both named Bill Hall (not related) each won a prize of fine aluminum.

President Don Kirkland did an expert's job of combined chairman and M.C. This versatile young artist thanked all who should have been thanked and even threw in a couple of songs and dances from his own repertoire.

Jack Thompson, Eaton Men's Curling Club president, Bill Gould and Jack Morrison all spoke briefly. Ace Mitchell and the Morrison also lifted their golden tenors in a duet of popular numbers. Morrison also obliged with his classic: "Hanging on the Gooseberry Tree."

A special cheer of appreciation went to Henri Voegeli, Ernie Hawkins, Alex Morrison and Alf Williams. The last mentioned gentleman is the club ice maker—"and a good one" is the verdict. To this foursome was presented gifts in token of their tireless efforts on behalf of the painters'-carpenters' club.

Thank you, gentlemen, for a grand evening!

* * *

About the Pictures on Facing Page

Top Row—Left: Smiling at you in left foreground is Bill Melnyk. In row at right can be seen George Ticehurst, Jack Mackie, Bill Milne. Centre: Charlie Smith, Don Kirkland, president and chairman; Jack Morrison, painters' chief. Right: "With all our thanks!" Jack Morrison, left, presents gifts of appreciation to a foursome of good fellows: Ernie Hawkins (movies), Henry Voegeli (chef), Alex. Smith (accordionist), Alf Williams (ice maker).

Second Row—Left: Back row, seated, George Wills, Art Boyes, Don Howard, Mike Semotiuk, Johnny Weston; front row, George Teckowich; next, a guest; Ernie Hawkins, "Nifty" Young and George Bewick. Right: The kitchen "queens," Henry Voegeli, chef; Roddy Davis, Bill Falls, Len Gurney, Johnny Young.

Third Row—Left: Close harmony by those lyric tenors, "Ace" Mitchell and Jack Morrison. Centre: "Tommy" Thompson, Eaton curlers' prexy, congratulates the club. Right: A few of the prizes.

Lower Row—Left foreground, Rudy Schlamp; right, chairman Don Kirkland thinks about his opening remarks as Jack Morrison chats with a guest. Right: Jimmy Fisher, Sam Hives, Joe Donaghy, Rudy Schlamp.

GROUP WINNERS IN EATON MEN'S CURLING CLUB

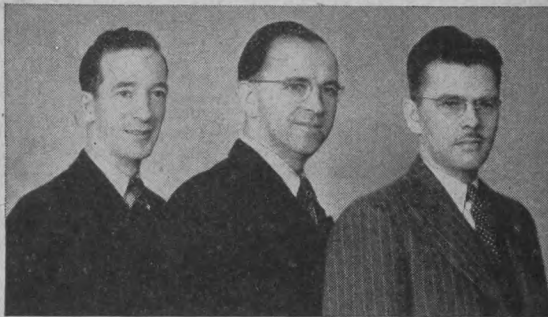
Winners of Receiving Room Group

This handsome foursome are all from general audit. Standing, left to right: Tom Elliott, 3rd; Frank Halderson, 2nd; Watson Wood, lead. Seated: I. G. Dickson, skip.



Winners of City Group No. 1

Gosh! Here are those auditors again! Bob Ferguson, 3rd; Harry Deally, 2nd; Ray Cooper, lead. Missing from picture, Ken McGaw, skip. (We are happy to report that the popular Ken is now recuperating after an attack of pneumonia.)



Winners of Drivers' Group

Godfrey Ross, Johnny Marsh, Jack Bremner, Jack Smith, skip.

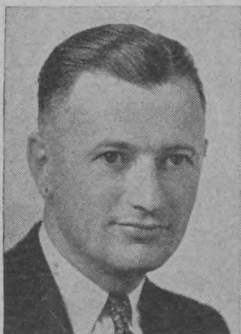




Winners, Mail Order Group—A. Neville, R. Collins; sitting, G. Rosie, J. Kellas, skip.



Winners, City Group No. 1—J. McClure, D. Tomes, H. Boyd; sitting, A. Stewart, skip.



Mr. Syd. Florence

Men Curlers Elect Syd. Florence

At a well attended general meeting of the Eaton Men's Curling League, held at the Civic-Caledonian club rooms on April 17th, Mr. Syd. Florence was elected president for the new season. Following is the slate of officers: S. Florence, president; F. Tease, 1st vice-president; G. Paull, 2nd vice-president; W. Irwin, secretary; G. E. Ramsay, treasurer.

Ice Committees: A. Stewart, city group No. 1; D. Howat, city group No. 2; W. Scott, receiving room group; J. Kellas, mail order group; J. Robinson, drivers' group.

McGee Memorial Trophy: G. Allan, J. McLellan and J. Johnston. Auditors: R. O'Grady, D. Davidson. Publicity, S. Metcalfe.

Penny-a-Week Club Closes the Book

"The tumult and the shouting dies . . ." gone is the battledress, gone the heavy boots, the marching in threes and all the regimentation of army life. Our fighting men are back now and merged into the varied ways of peace.

But still fresh are the memories—and among the happier ones is the memory of those priceless cartons of cigarettes that reached our boys from the Penny-a-Week Club of Eatonians in Winnipeg.

The other day Contacts received a copy of the P-a-W Club's final statement from Miss Marjorie Adams, secretary for the store throughout the war years. The statement shows that a surplus of \$175.23 remaining on the club's books has been donated to the following worthy causes:

European Clothing Drive.....	\$ 50.00
Lady Reading Fund for Children of Britain.....	25.00
Canadian Aid-to-China	40.00
Save-the-Child Fund	25.00
St. John Ambulance Brigade.....	35.23
Total.....	\$175.23

This closes the book for your Penny-a-Week Club, whose grand work was made possible by your weekly pennies, nickels and dimes, etc., which climbed to a grand total of \$26,047.00.

In March, 1940, the club was originated—the happy idea of Mary Cameron, 116 department, who was its first and only president. Miss Cameron and her officers did a grand job, and the Penny-a-Week Club was lauded by press, radio and members of parliament.

In round figures, some 8,000,000 cigarettes were sent to fighting men in every theatre of war!

Like Christmas Again . . .

Banquets—prizes—dances and song! It's the festive season of wind-ups so eagerly looked forward to by thousands of Eatonians. In this 48-page issue of Contacts it takes ten pages to review the wind-up events of our winter sports lovers.

We're a big family—Eaton curling clubs alone number 464 members. The bowlers,* said to be the largest commercial league in Canada—are some 600 strong. The ski club, too, has a flourishing membership, also the hockeyists and that newest group, the Bridge "addicts."

* * * *

And now with daylight saving and a late spring sun climbing higher in the heavens, hundreds of Eaton golfers, softballers, equestrians and equestriennes (OK, riders) are asking "What are we waiting for? Let's go!"

* The Mixed Five-Pin Bowling League and the "57" Bowling Club are staging their wind-ups as we go to press. For details please see June Contacts.



Back row, left to right: Tom Cormie, Ken Gibson, Jack Jones, John Lemmone, Gord Hamilton, Butch Goring, Dan Livingstone, Reg Prynne.
 Front row: Ralph Walker, Roy Bader, Ken Dalby, Helge Johnson, Ronnie Wilde.
 Missing from picture: Frank Anderton, Al McFadzean, R. Reid.

COMBINES TAKE HOCKEY TITLE!

Eaton's Inter-Department Champions, 1946-7

Eaton's inter-department hockey ended with a win for mail order Combines at the Olympic Rink on Monday, 17th March.

This was the deciding game of the final play-offs and makes the Combines champions for the season 1946-47. It was a hard-fought game from beginning to end with the final score being 2-1.

* * *

RUNNERS-UP

Defeated, but not dismayed, as you can see by their smiling faces:

Back row, left to right: Vance Taylor, Cecil Robertson, Jim Lemple, George Smallwood.
 Centre row: Doug Thomson, coach; Don Heffel, Sid Morosoff, Gordon Hadden, Bill Marks.
 Front row: Bill Hein, R. Murray, (and this cute little trick in the centre is Mascot Warren Smallwood), Frank Philpott, Dudley Philpott, captain.





EATON'S *Mixed* 5-Pin BOWLING LEAGUE

Regular Season Finished—Roll-Offs To Come

Well folks, the third and final series is over—wound up in a hectic drive in every one of the first six divisions, the seventh and eighth division winners being known a week earlier. With everyone trying too hard and nerves strained almost to the breaking point, it was natural that scores should be a bit lower on the last night, although some very creditable efforts were turned in. Our old friend "Jumbo" Westman headed the parade with a sparkling 786 and looked just like the "Jumbo" of old. Miss Grace Sim was leading lady with a very nice 753, just fifty pins better than Miss R. Chalmers, who was runner-up with 703. Others to better the 700 mark were Bill Maskell 734 (337), Jack Scott 720, George Laughton 708, Al Inglis 701.

Pat's Punchers won the third series in Division One, finishing two games up with 18 wins, 9 losses. Pat Fellowes (economy paints) is captain and the other players are Miss Betty Sim (36), Miss Peggy McMillan (233), Miss Agnes McPetridge (229), Jack Scott (1766) and Miss Hatch (926 department). G.O. Joes were second at 16 wins, 11 losses; Bombardiers and Set Ups had 15 wins and 12 losses. The three series winners, Pats Punchers, Huskies and Sport Togs will represent the Division in the roll-off for the Championship Cup next week. High scorers who didn't make the 700 group were Misses Ann Miller 678, Joan Randall 665, M. Binnie 664, T. Scott 664, and J. Collett 648.

Nationals, Peepers and Capitols scored sweeps in Division Two, the first two ending in a first place tie with 18 wins and 9 losses. Nationals, with the larger three-game score for the night, were declared the winners of the third series. National players are George Murray (44) captain, Miss Pearl Harper (116), Mrs. Hazel Terry (70), Miss Dorothy Trute (161), Cy Scarr (139). Capitols ended in second place with 15 wins and 12 losses. Nationals with G.O. Joes, first series winners, and Skippers, second series winners, will go into the final roll-offs next week. Miss Dorothy Trute led the scoring parade with a nice 693 (246). Miss Kay Shores was close behind with 680 and a lovely 346 single game. Bill Adams 655, Charlie Stevens 654 (298), Cy Scarr 648, Ernie Wall 648, and Miss Gladys Morris 647, turned in nice scores.

Seven Ups rose to the top on the final night to cop the honours in the Third Division. The team consists of Jack Course (113) Captain, Miss M. Brady (113), Miss J. Cannon (122D), Miss M. Black (122), Miss W. Leech (113), Miss D. Zennick (113), and J. Murray (140). Seven Ups finished with 17 wins, 10 losses; Jeeps and Pushovers 16 wins, 11 losses; Jewels 15 wins, 12 losses. Seven Ups, Eagles and Fuzzies go into the roll-off. Sid Gerrard was top scorer with 655. Miss G. Chatten paced the gals with 623.

Selects won two from Panty Waists to finish on top of the Fourth Division with 16 won and 11 lost. Dunc McColl (228) captain, Mrs. Chapman (227), Miss Jean Golin (227), Mrs. Sally Lentle (227), and George Laughton (228) comprise the team. Jay Dees trimmed the Nomads three straight to end up in second place, one game back of the winners. Mazumas, Monarchs, Eureka and Zeros were tied for third at 14 won and 13 lost. Top scorers in the 600 group were Jack Donnett 676, Art Wright 651.

The tight race in the Fifth Division continued right to the end, when Hucksters and Majors emerged in a first place tie with 17 won and 10 lost. Tyros and Gay Ones finished in a dead heat for second, only one game back of the leaders, 16 won, 11 lost. Hucksters (mail order advertising) with the larger three-game score for the night, were declared the winners. However, as three of the four top teams have already won a series, the Gay Ones go into the final roll-off with Majors and Tyros. Gay Ones hail from department 122 mail order and the team consists of Miss Bessie Valentine, captain; Miss Marie Karpec (159), Miss Ethel Stefansson, Cliff Elrick and Bill Maskell. Leading the girls was Miss Jean Paterson with a good 687 (230). Other top scorers were Bob McQuarrie 637, Cliff Elrick 628, Bill Hogg 602, and Bessie Valentine 601.

Red Hots came from behind in the Sixth Division, scoring a sweep over Dustpans to catch the leading Penny Pinchers, who won but two from Decots. Deadlocked at 17-10 after the last ball had been rolled, Red Hots were declared the winners by virtue of having the greater three-game total. Jim Reid (256) is captain; other players are Miss Claire Fortin (122C), Miss Rhoda McDermott (122C), Miss Polly Maksymchuk (256) and Bob Simpson. Mixers won three to finish in second place, 16 wins, 11 losses.

The boys had it all their own way, leading scorers being Jack Kellas 679, Fred Jenkins 654, Bill Falls 638, Frank Thompson 636, and George Harris 616.

In the Seventh Division the leading Zoot Shooters took it on the chin as Trotters scored a sweep on the final night, but retained a one-game lead over Trotters and Try Hards, who finished in a dead heat for second at 15 won, 12 lost. Zoot Shooters are from department 29 (men's clothing in mail order) and consist of Joe Leighton, captain; Mrs. Bella Dee, Miss Jean Heatley, Miss Jean Remillard and Joe Chettle. With Hucksters and Checkers, Zoot Shooters will represent the division in the championship roll-off next week. Top scorer for the week was Miss Margaret Paterson with 636 (226-224).

Rovers set up a remarkable record on winning the series in the Eighth Division, scoring seven sweeps in nine nights to end up with 25 wins, 2 losses. They're from 926 department and probably get their stamina from handling those Thursday crowds. George Allen is captain and players are Miss Frances Allison, Miss Irene Daniels, Miss Helen Lawrence and Doug McPherson. Nearest rivals, Has Beens, had 16

(Continued on Page Thirty-Three)

Eaton Fastballers All Set For Big Season

League To Operate Under
Western Canada
Fastball Rules—

Season Opens May 26th

The annual general meeting and election of officers was held on Monday, April 14th, in Trinity Hall, where one of the largest turnouts of delegates we have ever been favoured with, appeared.

The meeting opened with some very favourable comments from the past-president on last season's play, and ended with the hope that competition would be better than ever this year.

Election of Officers for 1947 Resulted as Follows:

Mr. T. Scott (department 113, president (re-elected); Mr. W. Scott (department 270) vice-president (re-elected); Miss W. Leach (department 113) secretary-treasurer; Mr. J. Kellas (department 44) umpire-in-chief; Mr. G. Allan (department 112) care of grounds; Mr. J. Course (department 113) equipment; Mr. W. N. Clay (department 143) publicity and schedule; Mr. R. Smith (department 928) assistant to publicity and social; Miss D. Chambers (department 901) chairman of social events; Miss D. Tarrant (department 108) social; Miss M. Matthews (department 168) social.

The opening date of play this season is on Monday, May 26th, at 7 p.m., at Sargent Park.

The Closing Date of team entries will be May 12th. Teams must register with Miss W. Leach in department 113, second floor mail order building No. 2, on or before that date.

All players must hold a registered card before they can participate in any game. This is a point for managers to remember.

Please see J. Course in Department 113 for equipment any time after May 6th.

We play under fastball rules this year and there is quite a difference. The bases are 60 feet apart for men and girls. The pitcher's mound for men, 45 feet; for girls, 35 feet. Team managers will be issued with a set of rules before May 7th.

Watch the time office boards for dates of team practices and other fastball news.

Get the habit, keep your eye on your time office board.

Any players or coaches unattached to any teams, who desire to play or handle a team, please phone Miss W. Leach, department 113.

—Wm. N. Clay.



Front Row, left to right—Mary Matthews, Dot Chambers, T. Scott (president), Dot Tarrant, Winnie Leach (sec.-treas.).
Back Row—R. Smith, J. Course, G. Allan, W. Scott (vice-pres.), W. N. Clay, J. Kellas.

Eaton's Mixed 5-Pin Bowling League

(Continued from Page Thirty-Two)

wins, 11 losses. Shippers, first series' winners, and Whse. Five, second series champs, will join Rovers in the roll-off next week.

Final Standings at End of Third Series

Division 1	W. L.	Division 2	W. L.
Pat's Punchers . . .	18 9	Nationals	18 9
G.O. Joes	16 11	Peebers	18 9
Bombardiers	15 12	Capitals	15 12
Set Ups	15 12	Hep Cats	14 13
Greenettes	14 13	Spillers	14 13
Kentiles	14 13	Lucky Strikes . . .	13 14
Huskies	13 14	Progressors	13 14
Strollers	13 14	Fuzzies	11 16
Scotties	10 17	Skippers	9 18
Sport Togs	7 20	Lafalots	8 19

Division 3	W. L.	Division 4	W. L.
Seven Ups	17 10	Selects	16 11
Jeeps	16 11	Jay Dees	15 12
Pushovers	16 11	Eurekas	14 13
Jewels	15 12	Mazumas	14 13
Eagles	14 13	Monarchs	14 13
Snowballs	14 13	Zeros	14 13
Meteors	12 15	Favritz	13 14
Doodits	11 16	Ncmads	12 15
Merries	8 19	Panty Waists . . .	12 15
Strutters	8 19	Raiders	11 16

Division 5	W. L.	Division 6	W. L.
Hucksters	17 10	Red Hots	17 10
Majors	17 10	Penny Pinchers . .	17 10
Gay Ones	16 11	Mixers	16 11
Tyros	16 11	Vikings	12 15
Drivers	13 14	Deacots	11 16
Hawks	12 15	Dust Pans	11 16
Imps	10 17	Quints	11 16
Rip Saws	7 20	Split Atoms	11 16

Division 7	W. L.	Division 8	W. L.
Zoot Shooters . . .	16 11	Comets	13 14
Trotters	15 12	B. Bees	12 15
Try Hards	15 12	Hurdies	12 15
Checkers	13 14	Hurricanes	12 15

Division 8	W. L.	Division 9	W. L.
Rovers	25 2	Shippers	10 17
Has Beens	16 11	Panthers	9 18
Whse. Five	14 13	King Pins	8 19

RECENT APPOINTMENTS

(Continued from Page Four)

Regina

Department R201—Gloves, hosiery, umbrellas, handkerchiefs and neckwear;

MISS E. PARRY, first assistant.

Saskatoon

Department S270 — Furniture, beds, springs, mattresses, carpets, linoleums;

MR. H. FENTON, first assistant.

Swift Current, Saskatchewan

MR. D. J. ROBINSON, in charge.

New Westminster, British Columbia Order Office

MR. N. M. CARTER, in charge.

Kamloops Order Office

MISS N. DEAR, in charge.

Port Alberni, British Columbia, Order Office

MR. D. F. FRASER, in charge.

"TAKE CARE OF THE SOIL AND THE SOIL WILL TAKE CARE OF YOU!"

—'Home and Garden.'

Better Soil Preparation Will Pay Dividends

A Few Pointers for Early Gardening by That Expert, Mr. Peter Ross

Fall is the best time for digging stiff clay soils, especially in regions where the frost will break the soil into fine particles during the winter and render it suitable for planting. **But Don't Let It "Throw You!"**

Should your garden not have been dug last fall there is still time to get it into fair shape to receive the seed this spring.

When danger of frost is over and the soil is in good condition, plant onion sets, peas, spinach, lettuce, broad beans and parsnips; a week or ten days later the more tender subjects may be sown.

Sweet Peas should be planted as soon as the ground is in condition and are seldom worth while if sown after May 15th.

Some Cultural Pointers To Remember

1. **Cultivate Often But Not Deep** — Frequent shallow cultivation helps to conserve moisture and keeps weeds under control.
2. **Avoid Overcrowding** — Thick or crowded plantings in the flower beds or vegetable rows should be avoided. Thin out, leaving only the strongest plants properly spaced for full development.
3. **Best Time to Water** — Overhead watering in late afternoon or evening should be avoided because plants will remain wet all night. Such a condition enables the parasite organisms to penetrate the plants more rapidly. Early morning watering is best.
4. **Get the Best Out of Your Garden** — Frequent, light applications of some balanced commercial fertilizer applied between the rows at three-week intervals will give you better vegetables and larger, more colorful flowers.
5. **"Keep Out" When Your Garden Is Wet** — Walking through or working in the garden when it is wet should be avoided. It not only packs the soil, but many plant diseases are spread by contact when plants are wet. This applies particularly to beans.
6. **Keep a Look Out for Insect Pests—Control Must Be Timely** — Garden plants must be watched closely for the first appearance of insects, as successful control can be accomplished only when the insects make their first appearance. Frequent dusting or sprayings with Atox, Rototec, Protexall or some other commercial insecticide will prevent any serious outbreak.
7. **War on Weeds** — Weeds in the vicinity of your garden should be destroyed since these may harbour virus diseases, fungi or insect pests capable of infesting your garden plants.
8. **Stake and Tie Your Plants** — All tall-growing plants should be staked and tied before they are broken down by wind or heavy rain storms.
9. **Remove All Diseased and Sickly Plants** — All diseased and sickly plants should be removed and destroyed by burning as soon as they are noticed.
10. **Gather and Destroy All Faded Flowers** — Most flowering plants will bloom more profusely and over a longer period if the faded or "weathered" flowers are removed before the seed begins to form.

Tomato Growing With Aid of Hormones

The scientific curiosities of yesterday have become the necessities of today for the modern gardener.

The chemical materials known as plant hormones which were viewed with skepticism when first introduced, are definitely here to stay. They are proving as indispensable to the gardener as fertilizers, insecticides and fungicides. These applications reach into many different phases of plant growth and are effecting startling improvements in the science of growing.

One of the most outstanding applications of plant hormones in recent years has been their use in tomato growing. In practise a hormone solution is sprayed on the blossoms of the tomato plant. The chief action of the treatment is to cause the tomato blossoms to develop into fruits without the necessity of depending on natural pollination and fertilization upon which

normal fruit setting depends. The results are really astonishing. Tomatoes produced by this means are said to be larger in size, sweeter tasting, and contain more meat. They mature earlier than untreated tomatoes and when properly sprayed they are practically seedless.

It often happens that tomato flowers fail to set due to adverse weather conditions and the blossoms drop off. Cool weather, heavy vegetation growth, and lack of sufficient light are some of the causes of blossom drop. Cold nights and driving rains will also cut down the first settings of fruit.

These hormone sprays are sold under the name of "Fix" and "Seedless Set" and although these are most widely used on tomatoes they are also effective on peppers, cucumbers and egg plant.

You too should aim to have earlier, bigger and better tomatoes this year.





BASEMENT STORE



Fruit packing department lost Nellie Synbaluk to the adjusting bureau early last month. Upon leaving she was presented with a set of matching earrings and pin. Nellie was with the packing for three and a half years, and we wish her the best of luck in her new career.

Mr. J. Dunlop, supervisor, left for overseas on April 5th and we are happy to know he has arrived safely.

Miss L. Nummela left on Wednesday, April 16th, for her new job at the Canadian Pacific Air Lines. Lots of luck, Lil.

Miss Shirley McLaren has now joined the office staff of W928 and we extend to her a very hearty welcome.

Miss Dorice Fraser has transferred to department 201. Best of luck, Dorice.

Speedy recovery wishes to Audrey Seals and Mrs. R. Fairbairn who are on 901's sick list this month.

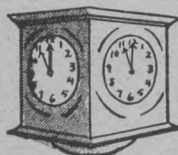
Miss Frances Anderson, thirteen years with basement store, left on April 12th, to be married on the 15th. A presentation was made to the bride-elect, of sheets, a satin spread, table cloth and Wear-Ever aluminum.

At a dinner held for Frances at the Homestead, Miss Boorman, on behalf of the girls, presented Frances with a gold satin comforter.

Good luck to Doris Napier who has transferred to the dress goods department.

* * *

MAIN FLOOR



Edith Johnson, our Richard Hudnut demonstrator, received an engagement ring in late March. And she's not the only one, there's Betty Hill on the brush counter and Margaret Colpitts, toiletries.

Miss Joan Jones, of the housewares counter, was on the sick list last month. We missed you, Joan; glad you're feeling better now.

The engagement is announced of Phyllis Sherbina, main floor candies, to Bruce Joplin. Bless you, my children!

Notions Win Over Fancy Goods

Yes, the notions department and the fancy goods had a bowling tournament at the beginning of April. The idea seemed to go over very well, for there were at least 70 participating. It was a pleasant form of relaxation and everyone had an enjoyable time. The winner, incidentally, was the notions.

* * *

SECOND FLOOR

A wedding gift of linens and blankets was presented to Thelma Maxwell (dress goods) on the occasion of her marriage to Mr. Roy Murray on April 17th. Mr. L. O. Vincent, supervisor, made the presentation on behalf of the staff, and wished her the best of luck and happiness for the future. Hilda Simpson, also a member of 233, was Thelma's bridesmaid.

*

The Aid-to-Britain Fund that was started last month by the dress goods department has already brought gratifying results. They have received two letters from Manchester, England, from flood victims who express their warmest thanks for the kindness shown to them. The dress goods staff is setting a good example to other departments.

*

We sincerely regret to announce the death of Mrs. Stanley Buckingham on March 21st. Her husband, Mr. Stanley Buckingham, was for 25 years with the linen department, and retired several years ago. Our deepest sympathy goes out to her family.

We also express our sympathy to Mrs. George Bennett (linens' office) on the death of her nephew, Walter Bucknell, who died March 21st.

* * *

THIRD FLOOR

Two new engagement rings in the D.A. office since Easter. Pat Fellowes received her ring from Leonard Quiggin, and Elaine Watt is wearing George Mitchell's ring.



Three of our young ladies on the sick list with appendicitis this month, Doris Taylor, Ann May and Joy Grayson. They're all well on the way to recovery now.

We also have to report the absence of Helen Ritchie. Hoping she will be better soon.

Art Taylor and Jimmy Gray are back with the meats after their recent illnesses.

A sprained ankle kept Mr. R. Van Camp away for a while, but we're glad to see that he's on the job again.

We take this opportunity to announce the engagement, on April 3rd, of Miss Violet Rainville to Mr. Ted Hiscow. They plan a summer wedding. (Continued on Page Thirty-Eight)



"And So They Were Married"

Top row—Here Elsie Butland (shopping service) receives the congratulations of Mr. L. E. Summers, head of department.

Second row, left—Eileen Rickner is a bride of late, too; here being congratulated by Mr. P. H. Longstaffe, head of department, who made the presentation. Right—Lovely Grace Austin, bride of May 3rd, standing by her gift-covered desk.

Third row, left—This smiling lady is Florence Christoff, of mail order copying. Right—Marg McLennan, mail order packing, sitting before her wedding gifts from the department.

Fourth row—Here's cupid's latest victim in the stock audit, Miss Ann Beckman.

Lower left corner—Joe Bingham, general office.

Lower right—Bill Young (happy bridegroom) and Frank Page.

Lower right corner—Standing at rear: Bill Young, Ernie Weldon; back row: Stan Derraugh, Wes Fiddler, Hank Young, Len Reader, Herb Pilling, Johnny Askew, Les Girling, Tod Pearn, H. Tommason; front row: Sam Patterson, Howard Cubbage, Jack Pickle, Jack MacGregor.

* * *

"Farewell Bachelorhood!" Says Bill Young

Fellows Give Stag Party For Newly-Wed

Bill Young's announcement of his marriage to Helen Fowler on Saturday, April 5th, was quite a surprise to his fellow workers in the draperies department; however, they recovered in time to have a belated but none-the-less enjoyable stag party for him on April 10th.

Mr. Frank Page, who handled the presentation (linens and bedding) commented on Bill's pleasant personality and willingness to co-operate. The guest of honour was most lustily serenaded, too, by the 21 voices present, and does that Jack Pickles blow a mean trumpet!

Bill says thanks to everyone in the department, since he didn't have a chance to do so on the night of the stag. You're quite welcome, Bill, and here's our very best wishes to you and Mrs. Young for all happiness in the years to come.



"And So They Were Married"

Nell Faraci Married on April 9th

Presented With Coffee Table

You can tell by the beaming smile that Nell is pleased with the coffee table presented to her as a wedding gift from draperies department. Yes, after six years with the mail order draperies, Miss Faraci left to be married.

The wedding took place on April 9th, in Holy Rosary Church. Oh, we nearly forgot to say, the groom is Mr. Cecil Maw of Winnipeg.



Here's Nell expressing her happiness better than words can say.

* * *

Honeymoon in Vancouver

Josephine Guagliardo Bride of Stanley Johnson

Miss Josephine Guagliardo, formerly of mail order children's wear left for a honeymoon in Vancouver on April 10th. She was married the day before to Mr. Stanley Johnson. Blankets and a waffle iron were given to her as a wedding gift from the department.

Mr. John Stronach, mail order superintendent, made the presentation and wished her the best of luck on behalf of the staff.

Josephine smiles sweetly for the camera man.



Thirty-Seven



Signing the Register

Mr. and Mrs. Cecil Patterson (Mrs. Patterson was Miss Martha Davies, beauty shops). They were married at King Memorial Church, February 19th.

* * *

Mail Order Packing Setting For Romance

Syd Lentle Marries Peggy Course

The romance between Peggy and Syd had been going on for quite some time when they announced their engagement, and no one had even noticed (oh, yeah!). Everyone was very glad to hear the news though, for they're two grand people, and we're sure they'll be very happy together. Their wedding took place on March 29th.

The girls in 122 department presented Peggy with a 68-piece dinner set and two matching pictures. The department's wedding gift to the happy couple was a card table and two beautiful rugs.

Syd, who has been with Eaton's for 27 years, did his stint during World War II footslogging in Italy.

Here Peggy and Syd stand before the gaily decorated table bearing presents and congratulatory messages.





Bride of April 17th—Thelma Maxwell.
(See Page Thirty-Five)

* * *

We had a visit from Mrs. Edgar, nee Jean East, last month. Jean brought her young son, Robert, in to say hello, too.

Congratulations to Mr. Carl Brown, he finally managed to get a house!

* * *

FOURTH FLOOR



Miss Myrtle Campbell from the Eaton beauty shops in Montreal, visited us early in April.

The beauty shops' Miss McKellar left on April 26th to be married. They will reside in Vancouver.

Mr. Bissette and Mr. Coleman recently returned to the beauty salon after a most interesting and successful trip to the hair style show in the "windy city," Chicago.

We're very glad to have Mrs. Ethel Evans back with us after an absence of three months.

Mrs. A. Graham has been away from the dress department for several weeks now. We wish her a speedy recovery.

A vase and matching ash tray were presented to Mrs. Lillian Remple on the occasion of her leaving the dress department.

Lorraine Payea received a lovely surprise on Easter Sunday (or was it a surprise?), a beautiful engagement ring.

Mrs. Grace Freeborn recently left the lingerie department to go to Brandon where her husband is starting a business of his own. Good luck to you both.

Here's a nice thank you note from Miss Catherine Murray.

"I would like to express my sincere appreciation, through 'Contacts' to the following departments for their kindness to me during my recent illness: millinery, engineers, light, heat, power and the fire inspectors.

"Yours truly,

"(Miss) Catherine Murray."

* * *

FIFTH FLOOR

The juvenile department is pleased indeed to have with them again the cheery personalities of Lil Greening, Jessie Stewart and Melba Marten, returned after their brief illnesses.



We extend our deepest sympathy to Miss A. Saunderson in the loss of her father, who passed away recently in Ireland.

Department 300 congratulates Mr. Frank Frampton (men's clothing, mail order) and Mrs. Frampton on the birth of a son. Mrs. Frampton was formerly Jean Lang in charge of the fifth floor coffee bar.

* * *

SIXTH FLOOR

Stock audit proudly announces the marriage of Ann Beckman to Mr. Lawrence Hackie which took place on April 23rd. A satin quilted bedspread was presented to Ann as a wedding gift from the department.



The picture department extends a cheery welcome to Mrs. A. Sedo, the newest member of the department.

They're Out for Your Blood!

Type B-2 Badly Needed For Care of Babies



It doesn't hurt a bit, and you may be saving the life of some small child if your blood is the right type. Ordinary plasma is not effective for the purpose, but type B-2 is, if you'll pardon the pun, "just what the doctor ordered." Unfortunately, however, it is a comparatively rare type. The need and opening of the drive for this type blood was announced at the Kinsmen's last carnival at the Civic Auditorium in March.

Shown in the picture is Bill Harris, first assistant, children's shoes, being tested for blood type. At left, and also in children's shoes, Mr W. Saunders, formerly a parachute instructor with the American army, waits his turn. Happily both of these gentlemen (and we mean gentlemen) had the B-2 type. The need for blood type B-2 is urgent. If you are willing to contribute get in touch with the Children's Hospital.

GENERAL OFFICE NEWS

By Muriel Purdie

Another engagement to report: Lorna Henderson to Wally Henderson of Winnipeg. Apparently Lorna doesn't believe in changing her name. The wedding date has not been set yet. Congratulations, Lorna and Wally, and here's hoping the future has lots of happiness in store for you both.

Speaking of engagements—there have been seven since Christmas which, we think, is quite a record. What do you think? There have also been five weddings of members of our staff in the same length of time.

*

Gertie Kommers, who spent quite a few months in Vancouver, is back with us again. Welcome back, Gertie.

*

A stag was held at the home of Mr. Bill Powers, on Wednesday evening, March 26th, in honour of Joe Bingham. Mr. McNaught presented the guest of honour with a black club bag.

Joe Bingham was married to Eunice Evans on March 29th, at 3:30 o'clock at Regent's Park United Church. The bride wore white. A reception was held at the home of the bride's mother on Furby Street. After a stay of two or three weeks at the west coast, Mr. and Mrs. Bingham will reside in Winnipeg.

Joe was given quite a send-off by the staff on the day before his wedding. His desk was decorated with streamers and words of wisdom. Added to that Joe was presented with an odorous vegetable corsage which, needless to say, he couldn't wear for long. He also received a number of kitchen gadgets. His wedding gift from the staff was a lovely torchiere. Upon entering the cloakroom Joe was confronted by his hat and coat. The former had been tastefully decorated with spring flowers and veiling. The latter was decked with white bows. Joe's "going-away" outfit was really something.

*

St. Stephen's-Broadway Church was the setting for a wedding April 7th at 7 p.m., when bridal vows were exchanged between May Elizabeth Gibson and Arthur James Connor. The Rev. H. A. Frame officiated. The bride wore a blue dressmaker suit with matching hat. Miss Muriel Fenn (general office) attended the bride. Mr. and Mrs. Connor left for Vancouver where they will make their home. A reception was held at the home of the bride's parents, Fort Garry Court.

A luncheon was held at the Homestead on Wednesday, April 2nd, in honour of May Gibson. Covers were laid for 23. The guest of honour, who was presented with a corsage, was the recipient of bedding and linens as a shower gift. Her gift from the entire staff was a white chenille bedspread, also linens. She received a gift of "Lady Hamilton" flatware from the store.

Thirty-Nine



Mr. and Mrs. Anderson smile happily as they cut the cake.

ANDERSON-THORSTEINSON

The marriage of Miss Christine Thorsteinson to Mr. Harry W. Anderson was solemnized on Saturday evening, April 19th, at the First Lutheran Church, Rev. E. J. Eylands officiating. A reception at the Fort Garry hotel followed, after which the newly-weds left for a honeymoon in Victoria.

Both Mr. and Mrs. Anderson were formerly with the city advertising. On leaving, several functions were held in their honour by the advertising staff. The department's wedding gift was a handsome trillite.

Former associates and a wide circle of friends around the store wish them health and happiness. In the words of Rip Van Winkle: "May you live long and Prosper."

*

Mrs. Gerald Taylor, formerly Norah Bennett (general office), who was married at the Holy Trinity Church on April 26th.

*



CONTACTS

We are very sorry to report Miss Cooper's unfortunate accident of a broken wrist. Here's wishing you a speedy return, Miss Cooper.

Marge Marsh left the office on April 16th to take a course, after which she intends to leave for California.

* * *

SEVENTH FLOOR



Madeline Doyle (supply office) a member of the Eaton Women's Riding Club, has acquired for herself, of all things, a horse, and his name is Pedro! No, she's not enlarging the dog house for him, he's boarding out at

Whitehead's Riding Academy where all his friends live.

*

Eatonians Wed on April 18th

The wedding of Elsie Butland to Charlie Whitehead, took place at Knox United Church on April 18th (picture on page Thirty-Six) Elsie was a member of the shopping service and Charlie is with the painters.

A presentation of blankets was made to Miss Elsie Butland of the shopping service, on Saturday, April 12th, by Mr. L. E. Summers.

To lend colour to the occasion, the boys in the radio department came through with a rendition of the wedding march, via recording, at an opportune moment. Thanks, fellows!! We'll even forgive you for all those Al Jolson "showers"!!!

*

There's no very exciting news from the music department this month, they would just like everyone to know how pleased they are with the lovely "face lifting" job that's been done in their department. All else has just been "routine" business, eh kids?

*

Wages office has an engagement to announce: that of Miss Genevieve "Dolly" Tanner, as of Easter Sunday.

It's more than nice to see Mr. A. E. Hughes back after his recent illness.

* * *

EIGHTH FLOOR



Joyce McCreedy (sales audit) is recuperating from an appendectomy. Come back soon, we miss you.

The gals in sales audit held a linen shower April 17th, for Joan Farrar, who was married to Mr. Jake Savalzyk.

Miss Margaret Parent surprised the gals in the sales audit on Easter Monday, when she came to work sparkling almost as much as the lovely diamond she'd received on Easter Sunday.

The engagement is announced of Miss Lilian Worth, art director, city advertising, to Mr. Wilfred Batty. The wedding will take place on June 28th.

Forty

ELEVATOR UPS AND DOWNS

A new engagement in the department this month, that of petite, blonde Evelyn Wainwright. When's the big day, kids?

Poor Agnes seems to be having tough luck this year. She was just back a few days after an illness and mean ol' Mr. Mumps caught up with her. Hope you're back with us soon, Agnes.

Marge Brown and Joyce Calder are away for a few weeks. They're both suffering from appendectomy. Hurry back girls, we miss you.

ALEXANDER AVENUE WAREHOUSE

Bob Simpson Marries Scot's Lassie

On March 14th, wedding bells rang merrily at St. Matthew's Anglican Church for Bob Simpson and his bride, Susan Ritchie. Susan hails right from Bannockburn, Scotland. The reception was held at Moore's where Mr. Bruce McLarty, head of department, presented the couple with several appropriate gifts. Good luck and best wishes for the future were extended to the happy couple.

* * *

PRINTING PLANT PATTY

By M. Hoffman

Mr. James Laverne celebrated his 30th year, April 16th. His desk was gaily decorated with peanuts, etc. Miss M. Adderley baked a special apple pie which was served with ice cream. The cartoons were drawn by the young son of Dick Sugden.



George Matthews celebrated his 25th year April 10th, and was presented with a bill fold by the composing room.

Harry Chatterton and Arthur Farrow have returned after an absence of some weeks, Harry in Deer Lodge Hospital. Finlay Cameron spent some time in Deer Lodge and is now with the time office staff. On leaving, the pressroom presented him with golf balls and jacket.

We are all pleased to welcome back our congenial timekeeper, J. Preston Wylie, Sr., who has been in Deer Lodge Hospital.

Ronald Wilson, who started as a messenger, and spent four years in 1745, decided he would like truck driving better than printing, left us April 12th for the delivery. The composing room presented him with a gift.

We are sorry to say goodbye to Mrs. Lobban, who has been our matron for 20 years. Mrs. Lobban is retiring after 26 years of service. The department presented her with a lovely pair of blankets.

Miss Ethel Wilde visited us last month and is looking very well.

BOWLING THRILL!

Rose Gordon, drug office, made a record when bowling on Tuesday night, April 22nd. She rolled the nearly perfect score of 445!



Seen and heard in the MAIL ORDER



By R. Einarson

On Wednesday, March 26th, Mr. F. Webster and Mr. J. G. Moore celebrated their 30th anniversaries with the Company. Congratulations and best wishes to you both.



Nine more sparkling diamond rings are in 122 department. The lucky girls are Joyce Richardson, Evelyn Dowgan, May Whityshyn, Helen Check, Violet Savage, Elsie Paulosky, Kay Friesen, Bernice Gustafson and Helen Fleury.

A broken ankle will keep Mary Patton away from work for several weeks. Best wishes for a speedy recovery, Mary.

We are glad to report that Foster Johnson is out of the hospital and is coming along fine.

Cheerio to John Pilkington, and best wishes for your speedy recovery.

Jack Keane is still away ill, but we are glad to report that he is progressing very well.

We are glad to welcome Marjory Flynn, Nancy Hammerquist, Richard Penman, Charlie Jones and Frank Edwards back on the job after their recent illnesses.

Miss Marg McLennan of mail order packing, was married on April 19th to Mr. Johnny Meyers (picture on page Thirty-Six). Marg, an eight-year member of the department was presented with a pair of bedroom lamps and blankets. The girls of the staff gave her a set of silverware as a wedding gift. Congratulations and good luck, kids!

* * *

By D. Wagner

We're a little late with the latest doin's of the gals from this department, folks—our sincere apologies.



It was on March 4th, 1947, that Miss Queenie Carley from this department, was married to Mr. William Davis. The wedding took place at St. Matthew's Church and our best wishes are sent to the happy couple.

Before leaving, a shower was held for Queenie at the home of Mrs. Jessie Wallace and a set of kitchenware was presented on behalf of the girls from men's and children's shoes. As a wedding gift from the department, Queenie received a set of travelling cases which, we think, will prove very useful on her little jaunt out to Neepawa, where she and Bill will live happily ever afterwards.

P.S.—Have those little chicks kicked through with enough eggs to fill a crate yet, Queenie?

By R. Prynne

Miss Nellie Faraci of draperies department, was married on April 12th to Mr. Cec Maw. The girls of the department held a shower for Nellie at the Antique Tea Rooms and gave her a pair of all-wool blankets.



The fifth floor bowling league is now finished and all we are waiting for is the wind-up and those prizes. Winning teams finishing as follows: 1st, Hotshots; and Dynamos 2nd.

*

By Ethel McDougal

Miss Vunda Geske left on March 8th, to be married. Her gift from the department was a lovely card table and vase. She also received several other gifts from girl friends. The wedding took place on March 15th, to Mr. Thomas Harrison.

Miss Grace Austin also left April 12th, to be married. Her gift from the department was a set of dishes, blankets from a group of girl friends, and numerous other gifts.

Miss Florence Christoff when she left April 12th to be married, received linens and other gifts from friends.

Miss May Prouten left April 16th for another position. She was presented with a bag, gloves and clip from the department.

Four lovely ladies recently engaged: Stella Dolenuk on March 31st and Grace Pepper on April 6th, Flo Mowat, March 17th and Gwen Regelous, February 14th.

*

By Mary Ewing

We are glad to welcome back Mr. Neville Smith after a vacation at the coast.

Ray Puttaert "hit the jackpot," winning two hockey pools in one day. Nice going, Ray.

Mr. Harry Sedgewick, formerly of mail order advertising, paid us a visit last week. He now resides in Vancouver. It was nice to see you again, Harry.

*

By Miss Scott

Miss Shirley Brooks left Saturday to take up residence in Toronto. The photographic department presented her with a lovely leather writing case. Best of luck, Shirley, in your new home.

By M. McDonald

Congratulations to Adeline Kaiser, correspondence, who became engaged on March 26th, to Jimmy Thompson, mail order watch repair. Best of luck, Addy and Jimmy.

We wish to extend our sincere sympathy to Mona Criterden in the recent loss of her father.

* * *



The mail order staples department bade farewell on March 26th to Mr. Bob Moss on the occasion of his transfer to the jewellery department. Mr. T. H. Hancock, on behalf of the department, presented Bob with a pen and pencil set, and although we shall all miss Bob, who has been with the mail order staples for over 16 years, we join in wishing him every success in his new position.

Congratulations to Mr. and Mrs. O. Nentwig on the birth of twin girls on April 9th. Mrs. Nentwig was formerly Miss Agnes Davidson of 36 department.

Miss Lou Clayton of 36, is in St. Boniface Hospital and we send her best wishes for a speedy recovery.

Pert little Eileen Rickner left the mail order copying to be married on April 12th. Eileen, who was with the department for five years, was presented with a set of "Society" pattern silverware (picture on page Thirty-Six). Mr. P. H. Longstaffe, head of department, made the presentation on behalf of the staff. Eileen and her sister gave up much of their time during the war entertaining in troop shows, and she is a very popular member of the staff. She and her husband, Mr. Joe Taylor, will reside in Winnipeg.

Min Stacey and Jennie Wilson were joint hostesses when the girls of mail order dress goods held a kitchen shower for Miss Eileen Rickner on April 11th. Miss Tony Campbell presented the gifts.

Eileen was married to Mr. Joe Taylor at St. Stephen's Anglican Church, East Kildonan, on April 19th, gowned in a white satin dress with a lace train. She was attended by her two sisters, and a matron of honour. The reception was held at the Civic-Caledonian Curling Club. Mr. and Mrs. Taylor are spending their honeymoon in Minneapolis.

Mail order dress goods were very sorry to say goodbye to Miss Flo Neal on April 18th, who is leaving for Vancouver with her parents. Mr. P. H. Longstaffe presented Flo with a chromium dresser set as a parting gift from the staff.

Mail order dress goods announces the engagement of May Pending. Her fiancé is Mr. Jim Hall.

* * *

Best wishes to Margaret McLeod of mail order complaints on her recent engagement.

Gwen Polding left mail order complaints on April 11th to be married. She received many lovely gifts from the department and friends.



Grace Austin, five years with the mail order copying, will be married on May 3rd, in King Memorial Church. The lucky bridegroom will be Jim Johnson, and they will spend their honeymoon in Minneapolis. Grace was presented with a breakfast set, blankets, a coffee percolator and several other gifts (picture on page Thirty-Six).

*

Newlyweds to Reside in Rochester

Miss Florence Christoff left the mail order copying recently to be married (picture on page Thirty-Six). The department presented her with linens, towels, a set of tumblers and other useful gifts. She and her husband, Mr. Phillip Clarke, will reside in Rochester after they visit the bride's parents at Roblin.

* * *

By N. Robson

On the evening of April 11th, the jewellery and leather goods department gathered at the Norwood Credit Union Hall with an "all-out-for-fun" attitude. The occasion was a surprise party in honour of Mr. Sam Poole on his 35th anniversary with Eaton's.



Everybody had a real time, with games, dancing and monster sing-song with Harold Price at the piano. During the evening Mr. Cranston, head of the department, on behalf of the staff, presented Mr. Poole with a miniature chair, a duplicate of the large one he received on the following day in the department, along with many personal gifts.

In speaking of the years since Mr. Poole joined the mail order jewellery, Mr. Cranston emphasized the loyalty and fine co-operation he and the staff had received from him; this bringing applause from the crowd. Mr. Cranston also commended him on his many helpful activities carried on apart from his work in Eaton's.

He also expressed kindly to Mrs. Poole his belief that she is largely responsible for much of Sam's success.

Mr. Poole responded with deep appreciation.

Thus a grand party ended with the singing of "For he's a Jolly Good Fellow."

*

Whoops! Here goes the mail order jewellery again with another bride-elect. Sayde Dewick recently flashed a sparkler and the big day is coming up in June. Best of luck, Sayde.

*

By Nora Joyce

Stana Haraczay (candy factory) left to be married to Mr. Robert McGregor on April 12th. She was presented with an automatic toaster. All our best wishes go with you, Stana.

Jean Lodon is also taking the big step on May 3rd. The lucky man is Mr. Bill Semeniuk. Jean was presented with a silk damask dinner cloth and serviettes. Lots of happiness to you both.

How's Your Commercial English?

Mail Order Office Workers Receive Eight Informative Talks



With the aid of a blackboard and microphone, Mr. J. A. Ashley, instructor in Commercial English, gave a series of eight lectures on business English to the office workers in the mail order. He was introduced by Mr. Jim Johnston, mail order operating, on the 14th of April, the date of the first lecture.

Mr. Ashley made his lectures interesting, easily understood and highly informative. His large audience listened intently and took notes of the more important details. The last of these lectures will be given on May 9th, and the course will undoubtedly prove a great help to all the office workers in the mail order, especially those concerned with correspondence.

Pictured at left—Mr. Jim Johnston, mail order operating, introduces the lecturer, Mr. J. A. Ashley.

By C. Dewar

We are sorry to report that three members of children's wear department staff are at present on the sick list. Helen Emslie, Rhoda Thom and Anna Erlindson. We wish you all a speedy recovery and hope to have you back with us soon.

* * *

CASH CAGE

We are pleased to see Helen Friesen back again. She has been away for seven weeks due to illness.

We extend our sympathy to Chris Wicklund in the recent loss of her uncle.

A former cash cager, Irene (Olson) Gunther, brought her wee son up to see us and he received many admiring exclamations. Ernie must be a proud father.

Agnes McCamman is wearing, on the appropriate finger, a lovely diamond ring. Her fiancé is Albert Meers.

Thelma McIntyre left April 26th and was married on May 1st to Bob Barker. A shower was held at Dorothy Esselmont's home on April 11th by her business associates. She received a mirror and a breakfast set.

Edith Wilson was guest of honour at a shower held by Edith Wells on March 26th. She received a lace table cloth and a luncheon set.

Joyce McConkey is also wearing a new diamond ring.

Two of the cash cagers have transferred to other departments: Joyce McConkey and Edith Wells.

TWO-GUN SHERIFF ASKS ROPE FOR HOTEL ROOM

"Former Sheriff Jess Sweeten of Athens, Texas, who has established a reputation as a two-fisted, two-gun peace officer, is afraid of only one thing—a hotel fire," say United Press.

The six-foot 4-inch ex-sheriff of Henderson county refused to go to his room on the 11th floor of the Adolphus Hotel, Dallas, until he was furnished with a 200-foot-long rope.

The management objected. "Man, you'll scare everyone to death," said a hotel official.

"I'm already scared to death," said the tough young peace officer. "With all these fires in the country I want to be prepared."

Sweeten got his rope. He tied one end around the plumbing. The other end of the long rope he perched on the window ledge — ready for a hasty fling out. Sweeten also brought a pair of leather gloves.

"I don't want to blister my hands sliding down," he said.

There is a real difference between courage and fool-hardiness.

It is good to read of this courageous sheriff insisting on preparation against fire, because of his fear of it. If more people had had a wholesome fear of fire, and had insisted on protection against it, they would not have perished in the flames of burning hotels and houses.

—Adopted from "Now"

Dedicated to Our Golfers

The Driver

See how the driver's whaling
The wee white Scottish bean!
See how he sends it sailing
Toward yon patch of green!
Now curves the wee white bean!
It drops from height immense
Upon that patch of green
Young corn across the fence.

The Putter

Behind his ball he's kneeling
Upon the tricky green;
The grass's texture feeling
As he eyes the stretch between;
The slant comes in for study,
He makes his calculation;
His frowning brow is ruddy
And shines with perspiration;
His pulse, if felt, would show, too,
That his heart is all a-flut:
What pains these mortals go to
Just to miss a two-foot putt!

—Contributed.

CONTACTS

Published monthly by
THE T. EATON CO. LIMITED
 of Winnipeg, Manitoba, for distribution to the
 Co-workers of the Organization

Vol. 22 MAY, 1947 No. 4

Editor: W. E. C. HURLBURT
 City Advertising

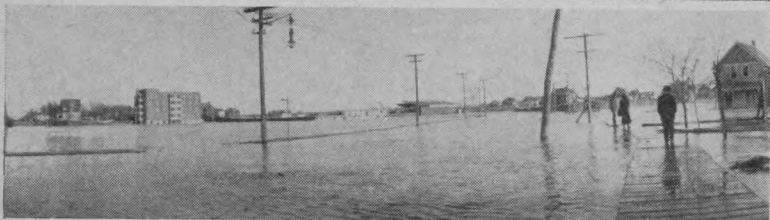
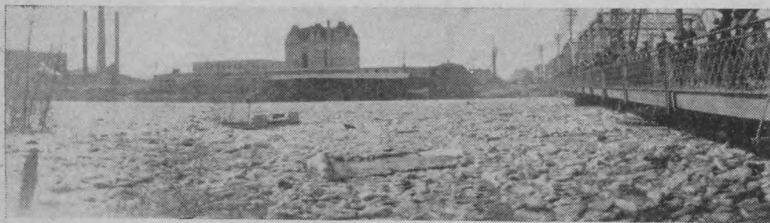


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Speaking of Floods—Do You Remember This One?

East, west, south, floods have been headline news this spring—though, as we go to press there seems to be no likelihood of Old Man Red or fickle Miss Assiniboine doing their stuff in Winnipeg this year. The three pictures shown here were kindly loaned to Contacts by Mr. Charlie Penton, draperies.



Taken on Good Friday, 1916, they show the Assiniboine on the rampage. The first shows crowds on the Norwood bridge watching the ice-laden river creeping up almost to their feet.

The second shot shows a lake where stood the baseball park (now Coronation Park), Eugenie apartments in the background—and that's a floating sidewalk in the right foreground.

The third view shows the corner of Eugenie and Tache. Note the the group of Norwood citizens standing on that point of land at the left. Some enterprising wag had a ferry service in operation here, across 20 feet of water.

The most disastrous flood of modern times was in 1889, when 2,500 persons lost their lives at Johnstown, Pa.

In Memoriam

ROBERT SYKES

The sudden passing on April 15th of Robert (Bob) Sykes was a shock to his associates in the jewellery department as well as many friends outside the store. Section head of the costume jewellery, Bob was particularly well known in ten-pin bowling circles. Indeed, he was one of Winnipeg's bowling greats.

Born in Birmingham, Eng., on May 15th, 1902, Mr. Sykes joined Eaton's in August, 1933. A devoted husband and father; a good Eatonian and a good sportsman—Bob Sykes' happy disposition was always the life of the party. He will be greatly missed by a wide circle of friends.

Surviving are his widow and nine-year-old son, David. Also his brother George, Winnipeg, and sisters, Mrs. McDowell, Vancouver; and Mrs. Brown, Toronto.



* * * *

BILL SIMPSON

It is the sad duty of this little journal to announce the death of Mr. W. Simpson, mail order packing, who passed away on April 2nd, after 31 years with the Company.

Mr. Simpson was well liked by all who knew him, a man always ready with a smile and a joke, and very fond of good clean sport. He was for a number of years a member of River-view Lawn Bowling Club, and also played golf and curled. His wife was also a keen sports fan; together they belonged to many clubs. Mr. Simpson was a staunch member of Riverview United Church, one of his last acts being to become an elder of his church. He is missed greatly in 122 department, and we will also miss his contributions to Contacts.

* * * *

GEORGE BRACKETT

It is with deep regret that we announce the death of George Brackett, who passed away on April 7th at Misericordia hospital. Mr. Brackett, who retired in 1937, was a member of the mail order shipping staff for 25 years. He is survived by a niece, Louisa P. Parsons, on the Isle of Wight.



We extend our deepest sympathy to the following Eatonians who have recently lost someone dear to them:

IN THE LOSS OF A FATHER

Mr. A. Adams (drugs)
Mrs. W. Smith (drugs)
Miss M. Crittenden (mail order correspondence)
Miss L. Miller (furniture)
Miss J. Clarke (notions)
Mr. P. Clark (furniture)
Mr. J. Hutchinson (hardware)

IN THE LOSS OF HER HUSBAND

Mrs. H. Connery (grill room dainties)

IN THE LOSS OF A MOTHER

Mr. R. Flegg (home economy section)
Miss D. Dubreuil (general audit)
Mr. S. Lucyk (basement store)

IN THE LOSS OF A BROTHER

Miss Englot (sausage workroom)
Miss M. Price (men's clothing workroom)
Miss V. Guy (mail order exchange)

IN THE LOSS OF A SISTER

Miss C. Wicklund (mail order cashiers)
Mr. J. Penner (carpets and linoleums)

THE PERFECT SALES CHECK COMPANY			
11/4/47	15/4/47	16/4/47	17/4/47
Miss Simons 201	Mrs. Thompson 200	Miss Anderson 202	Mrs. Anderson 203
Miss Ackerman 202	Mrs. W. W. 201	Miss B. B. 210	Mrs. B. B. 211
Mrs. Walker 203	Mrs. J. J. 204	Miss C. C. 220	Mrs. C. C. 221
Miss Peterson 204	Mrs. S. S. 205	Miss D. D. 230	Mrs. D. D. 231
Miss Greening 210	Miss Johnson 206	Miss E. E. 240	Mrs. E. E. 241
Mrs. Stenberg 233	Mrs. K. K. 207	Miss F. F. 250	Mrs. F. F. 251
Miss G. G. 236	Mrs. L. L. 208	Miss H. H. 260	Mrs. H. H. 261
Miss R. R. 252	Mrs. M. M. 209	Miss I. I. 270	Mrs. I. I. 271
Miss W. W. 254	Miss N. N. 210	Miss J. J. 280	Mrs. J. J. 281
Miss M. M. 150	Miss O. O. 211	Miss K. K. 290	Mrs. K. K. 291

Eliminate error and delay!

Is Your Name On This Board?

Primary judges are Eaton drivers. Each day they select the address labels that in their judgment are most clearly written with all details correctly entered. Prizes are presented daily.

THE T. EATON CO. LIMITED
WINNIPEG CANADA